

A New Strategy for University Marketing & Communications

From My Notepads • President Brian Noland • October 6, 2021

It is my pleasure to share with you some exciting changes to the University's approach to marketing and communications. This summer, we conducted a national search, chaired by Dr. Karen King, for a Chief Marketing and Communications Officer. In August, we welcomed [Jessica Vodden](#) to the ETSU family as our new CMCO. Jess serves on the University's executive leadership team and heads up the former Office of University Relations, which, as of October 1, was [renamed the Office of University Marketing and Communications \(UMC\)](#). She has more than a decade of experience working in higher education and brings an exciting and innovative vision for sharing ETSU's story throughout the region and beyond.

I have asked Jess and her team to develop a strategic plan to more fully align the University's marketing and communications efforts with the institution's goals. Working in close coordination with my office and other institutional leaders, the UMC team has outlined an annual [Statement of Work](#) designed to ensure that we make the most of our limited resources and stay laser-focused on our [strategic objectives](#). Additionally, I have tasked the UMC office with facilitating greater collaboration across campus when it comes to marketing the University and communicating with our stakeholders.

In the coming weeks and months, you will notice significant shifts in the ways we approach marketing and communications efforts across campus. Specifically, you can expect the following imminent changes:

- Each college or division on campus will be assigned a "partnership manager" (PM) who will be your unit's single point of contact for working with the Office of University Marketing and Communications. Your PM will reach out to your leadership by the first week of November. Please be patient with this process, as we have had some significant staffing changes in UMC, and several new hires are coming on board this month.
- UMC will focus primarily on the approved annual Statement of Work. The [Statement of Work](#) is intended to help us make the most of our limited resources and help move the needle on our [strategic goals](#). As such, I have asked the UMC team to focus their attention on the items outlined in that plan and only accept other projects as time and resources allow.
- UMC will no longer charge some fees. However, you may be asked to work with other partners or vendors on projects that fall outside of the office's statement of work.* In these cases, those organizations' usual fees would apply.

- The projects@etsu.edu account is being phased out. Beginning November 1, your PM will reach out to you in advance of upcoming initiatives included on the UMC Statement of Work. So, you will not need to email the “projects” email for these types of requests. For projects not included on the Statement of Work, please use the forms and links available on the [UMC webpage](#).
- UMC is working more collaboratively with BMC. UMC has established a strong internal partnership with [Biomedical Communications](#) (BMC) to handle any overflow for design and production, and the two offices are coordinating identity review and proofreading. I encourage you to consider working with BMC before engaging external vendors.*
- Design Conductor will be replaced. The Design Conductor tool previously provided to allow individuals to create graphics and materials based on templates has been phased out. UMC will make new options available soon.
- Business cards are now handled by Postal. You can request business cards by working directly with Postal or through the [link available](#) on the UMC webpage.
- Moving forward, Monday’s weekly update email, Thursday’s events newsletter, and our monthly Accent email will come from UMC. Most campus announcements will be sent from the new Office of University Marketing and Communications email account. Updates from my office will be limited to my [Notepads](#) newsletter and special announcements related to critical issues.

These are just a few of the initiatives and changes occurring as we prepare to amplify ETSU’s voice and take our marketing efforts to the next level. To learn more about our strategic vision for University Marketing and Communications and how you can work more collaboratively with UMC, I encourage you to participate in their [upcoming webinar](#) to be held on October 20 at 2 p.m.

** Please remember that all items bearing ETSU branding must go through UMC for final identity and brand review.*