



University Affairs Division

Annual Accomplishment Highlights 2014-2015

1. Marketing and Communications

- Managed the University's website
- Led the Web Advisory Committee and coordinated its activities
- Formed an Executive Committee for the Web Advisory Committee
- Led the University Web Team to coordinate all of the University's web design activities
- Wrote and issued RFP for the redesign of the SSU website that will integrate the Drupal content management system and improve navigation. Finalists were selected by an evaluation team. Funding for the project was secured. Members of the Web Team continued Drupal training and attended Drupal camp in San Francisco, Stanford and/or Los Angeles. Target launch for the redesigned site remains fall, 2015.
- Managed our Media Relations Program. Coordinated major media relations stories as well as numerous other contacts, questions, etc.
- Created a faculty news blog to highlight the achievements of faculty at www.worldofssufaculty.org
- Trained faculty in media relations, worked with STAR staff on assignments, maintained media relations with regional reporters, updated the Experts Guide and worked with Comcast to film their Comcast Newsmakers Programs
- Continued to partner with the City of Rohnert Park to have Sonoma State University images and messages appear (free) throughout the year on Rohnert Park electronic freeway sign. Examples include "Congratulations SSU Graduates," "Welcome SSU Students & Families," and "Welcome Back Students." Managed the University's social media sites on Facebook, Instagram, Twitter and LinkedIn.
- Facebook now routinely has posts that garner a reach of 6,000-7,000. A recent post about SSU being one of the top 20 Best College Dorms in the U.S. reached 44,592 people and was shared 134 times.
- Produced a fact booklet about Sonoma State University which was distributed to campus departments and is available for use for conferences, meetings etc.
- Produced program for our Commencement ceremonies
- Produced the fall, 2014 issue of Insights (lead story: Sparing a legacy of environmental education and research at FOP)

1. Marketing and Communications (continued)

- Produced the fall, 2015 issue of Insights (lead story: Geology field trip to Burgess Shale)
- Discovered, wrote and edited content for SSU NewsCenter
- Worked with the Director of Student Outreach to re-imagine their long-used recruitment brochure and view book for “on the road” events and the booklet given after campus tours. Worked with a graphic design company, created a fresh new design with student and parent populations in mind that focused more on photography of the campus and its programs
- Supported Development with writing and/or editing donor stories, including those for their “Impact” newsletter that goes to approximately 1,500 key friends
- Continued producing the GMC History Book with Marne Olson. Book is written, edited, filled with photos, and stories from donors. The publisher is completing the final editing. The expected date for in hand is October, 2015
- Produced 4 full-page advertisements that appeared in GMC Programs highlighting SSU’s academic excellence
- Developed a Green Music Center map
- Produced twice-monthly issue of WorkPlace exclusively for employees
- Worked with the Student Health Center and Human Resources to roll out the smoke and tobacco free campus information. Served as a resource for the campus. Created a website with FAQs and related resources.
- Developed and implemented a job tracking system for the Creative Services Department
- Developed a new plan for storing University photographs that utilizes the Zenfolio online photo database that was launched last year. The process for moving over the entire database was begun in the spring and is scheduled to be done during Fall, 2015
- Assisted the SustainableSSU program with the promotion and collateral for the first Sustainability Day at the University on October 2014. Created logo, banners, website, water bottle, shopping bag, sticky pads, t-shirt, poster and flyers
- Moved into new office space for the Creative Services Department in late July, 2014. The new office houses the group’s two staff members and three student assistants
- Designed and produced a special booklet highlighting the recipients and faculty sponsors from the first year of the provost’s Undergraduate Research Project
- Continued to increase graphics, web and photo support to campus administrative and academic units through improved workflow among the staff and student assistants. Employed three student assistants and provided an internship to one Communications major during spring semester.

1. Marketing and Communications (continued)

- In an effort to make data collected by the Office of Institutional Research more visible to the campus, a poster was designed and produced using data that described the Fall 2013 freshman class. The poster was very well received, and it is planned to be an annual project.
- For the Department of Theatre Arts & Dance, designed and produced 9 ads, 4 flyers, 2 large-size postcards, 7 posters and 7 programs
- For the Department of Music, designed and produced 15 ads, 4 flyers, 2 large-size postcards, 1 recruitment brochure and 1 program
- Delivered 2015-16 SSU Catalog print and online versions on schedule
- Responded to more than 50 requests for photographs from members of the University community, the media and other organizations and individuals. Many of these requests were referred to sonomastate.zenfolio.com, alleviating the need for staff time to search and send photos. Conducted more than 40 photo shoots of campus events, people and places.
- Supported University development by providing photography services for portraits and special events, designing and producing invitations for special events (Nichols Founders Society), and maintaining the Development and Scholarships websites

2. Community Relations

- Held 2 meetings of the President's Advisory Board
- Held over a dozen meetings/events at SSU for the President to meet with community leaders
- Served as Vice Chair of the Board of Directors of the United Way of the Wine Country and served on several of their subcommittees
- Coordinated campus-wide campaign for the California State Employee Campaign (CSEC)
- Served as the first Chairman of the Cradle to Career Operations Team in Sonoma County and served on several of their subcommittees
- Attended several dozen meetings in the community attending various board meetings and meeting with community leaders
- Served on several committees and attended many meetings to help the Green Music Center with their community outreach activities.
- Worked with various K-12 school districts to help them serve their students, and last year, five K-12 school districts held free concerts at Weill Hall at the Green Music Center
- Partnered with Santa Rosa Junior College to work together on various projects

2. Community Relations (continued)

- Supported the Development Division and the Academic Affairs Division in their community outreach efforts
- Managed many VIP visits to campus including CSU Board of Trustee Members, the Chancellor and members of his staff, and many others
- Managed SSU's Commencement ceremonies
- Served as Chairman of the Board of Directors of the Rohnert Park Chamber of Commerce
- Managed many special events for the President including 3 school receptions, 4 student lunches and the annual campus holiday party
- Managed our Veteran's Day student lunch featuring Congressman Mike Thompson as the guest speaker
- Managed several receptions and dinners for the President at the Green Music Center with deans, donors, community leaders, elected officials, etc.
- Managed several events on campus for the community including Santa Rosa Chamber, Leadership Santa Rosa, Rohnert Park Chamber, and Mike Hauser Algebra Academy

3. Government Relations

- Served on the North Bay Leadership Council's Board of Directors and served on several of their subcommittees
- Served on the Santa Rosa Chamber of Commerce's Board of Directors and served on several of their subcommittees
- Met several times with the Mayor of Rohnert Park and other members of the City Council to discuss issues of importance to Sonoma State
- Met several times with the Mayor of Santa Rosa and other members of the City Council to discuss issues of importance to Sonoma State
- Met several times with the members of the Sonoma County Board of Supervisors to discuss issues of importance to Sonoma State
- Met several times with all 5 members of our State Legislative Delegation to work on state issues that affect SSU and the CSU. Met with them in Sacramento as well as in their district and on SSU's campus. Worked with their staffs on various issues. Traveled to Sacramento several times with the President to meet with them in the capitol.
- Worked with our two members of Congress. Met with them in Washington, D.C. with the President as well as in their Districts and on the SSU campus. Worked with their staffs both in the capitol and in their districts.

3. Government Relations (continued)

- Worked extensively with the CSU staffs in the Chancellor's Office, Sacramento and Washington, D.C. to advance our CSU agenda
- Held and coordinated many events on campus which were attended by community members, community leaders and elected officials, including an event with Congresswoman Nancy Pelosi and Congressman Mike Thompson discussing "When Women Succeed"