The mission of the San Jacinto College marketing, public relations, and government affairs department is to communicate the story of San Jacinto College through graphic images, Web content, advertising, publications, and other communications and media. The department has numerous responsibilities that serve faculty, staff, and students.

**Advertising**
The department is responsible for the content and creation of all College advertising. This includes print advertising, television and radio commercials, outdoor boards, digital and interactive, and social media advertising. All College and departmental advertising requests must come through this office.

**Contact:** Janet Cowey, 281-991-2603, janet.cowey@sjcd.edu

**Business Cards / Name Badges**
Employee business cards, stationery, and name badges can be ordered online through the college e-store.

**Contact:** Dana Eifert, 281-998-6152, dana.eifert@sjcd.edu

**E-store:** admin.sanjac.edu/marketing-forms

**Events**
The department coordinates public relations events such as official visits, press conferences, formal presentations, and Foundation gatherings. Staff also creates and distributes materials associated with these events and activities.

**Contact:** Hollie Fulsom, 281-998-6315, hollie.fulsom@sjcd.edu

**Government Affairs**
The department represents the College through government affairs with national, state, and local elected officials.

**Contact:** Teri Crawford, 281-998-6151, teri.crawford@sjcd.edu

**Internal Communications**
The department creates, designs, and publishes a number of materials targeted to the internal San Jacinto College community including employee news, crisis communications, and the Watercooler, an online publication designed for faculty and staff. Employees are encouraged to submit news to the Watercooler and subscribe to the RSS feed to receive news in their inbox as it happens.

**Email:** watercooler@sjcd.edu

**Website:** www.sanjac.edu/watercooler

**Media Relations**
The department works closely with local, state, and national media on San Jacinto College stories. These include articles and features covering athletics, academic and technical programs, student and faculty success, College initiatives, and crisis communications. Request a story or event coverage through one of the contacts below.

**Director:** Amanda L. Booren, 281-998-6160, amanda.booren@sjcd.edu

**Central Campus and CPD Contact:** Jeannie Peng-Armoo, 281-991-2633, jeannie.peng-armoo@sjcd.edu

**North Campus Contact:** Rob Vanya, 281-998-2616, rob.vanya@sjcd.edu

**South Campus Contact:** Andrea Vasquez, 281-998-6173, andrea.vasquez@sjcd.edu

**Website:** admin.sanjac.edu/request-a-story

**Photography**
The department is responsible for documenting important events and for distributing photography to be used in news stories, newsletters, and other publications.

**Contact:** Amanda L. Booren, 281-998-6160, amanda.booren@sjcd.edu
Promotional Items / Apparel / Awards / Banners
The department assists with the ordering of promotional items, awards, and apparel.
Contact: Janet Cowey, 281-991-2603, janet.cowey@sjcd.edu
Website: admin.sanjac.edu/marketing-forms

Publications
The department creates, designs, and oversees the printing of materials such as (but not limited to) schedules, catalogs, student handbooks, cluster brochures, posters, flyers, programs, direct mail, banners, and invitations.
Contact: Janet Cowey, 281-991-2603, janet.cowey@sjcd.edu
Website: admin.sanjac.edu/marketing-forms

Public Information Requests
All public information requests pertaining to the Texas Open Records Act should be directed to the marketing, public relations, and government affairs department.
Contact: Teri Crawford, 281-998-6151, teri.crawford@sjcd.edu

SJC AlertMe
Providing a safe and secure environment for our students, faculty, and staff is a top priority at San Jacinto College. In light of the tragic situations in recent years at other colleges, the San Jacinto College has partnered with Blackboard Connect to create SJC AlertMe, which will contact members of the College community through email, voice, and text messages in the event of an emergency situation.
You must sign up and opt-in to receive voice and/or text messages.
Sign up for AlertMe: www.sanjac.edu/alert-me
College Emergency Information Line: 1-888-845-5288
Campus phone: ext. 5555 | Cell phone: 281-476-9128

Social Media
The department is responsible for creating, maintaining, and monitoring the College’s main social media sites, including Facebook, Twitter, LinkedIn, Tumblr, Flickr, and YouTube. Social Media guidelines for faculty and staff are available on the website. If you are interested in creating a social media presence, please review the guidelines before contacting the social media coordinator.
Contact: Scylla Lopez, 281-991-2602, scylla.lopez@sjcd.edu
Website: admin.sanjac.edu/social-media

Website Content
The department creates, edits, and publishes content for the College’s website. For help with training on how to update department Web pages, contact the Web content manager.
Contact: Linda Harrison, 281-998-6155, linda.harrison@sjcd.edu

The marketing website is a great source of information!
www.sanjac.edu/marketing
• Brand standards
• Newsroom
• Downloadable San Jacinto College logos
• Downloadable photos
• PowerPoint templates
• Contact information for department staff members
• And more!

Marketing, Public Relations, and Government Affairs Contact Information
Teri Crawford, Vice Chancellor for Marketing, Public Relations, Government Affairs
San Jacinto College
4624 Fairmont Parkway, Suite 210, Pasadena, Texas 77504-3398
281-998-6152 | Fax: 281-998-6185
marketing@sjcd.edu | watercooler@sjcd.edu
Hours: Mon - Fri, 8 a.m.-5 p.m.