

Get to Know Your Marketing, Public Relations and Government Affairs Staff

281-998-6152 • www.sanjac.edu/marketing

The purpose of the San Jacinto College marketing, public relations and government affairs department is to communicate the story of San Jacinto College through graphic design, web content, advertising, publications, public relations, events and other communications and media. The department has numerous responsibilities that serve faculty, staff, students and the entire San Jacinto College community.

Advertising / Marketing

Responsible for the content and creation of all College advertising. This includes print advertising, television and radio commercials, outdoor billboards, digital, interactive and social media advertising. All College and departmental advertising requests must come through this office.

For assistance with developing a strategic marketing plan for your department, contact:

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

For assistance with online and digital marketing for your department, contact:

Joshua Banks, 281-459-5420, joshua.banks@sjcd.edu

Business Cards / Name Badges

Employee business cards, stationery and name badges can be ordered online through the College e-store.

Contact: Dana Cragin, 281-998-6152, dana.cragin@sjcd.edu

Website: www.sanjac.edu/estore

Events

Department staff coordinates College-wide public relations events such as official legislative visits, press conferences, formal presentations and San Jacinto College Foundation events. The event staff also creates and distributes materials associated with these events and activities.

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

Government Relations

The department represents the College through government relations 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

Photography

The department is responsible for documenting important events and distributing photography to be used in news stories, newsletters, on the website and in other publications. The department will only accommodate essential photography requests, per the approved College Photography Procedures.

Contact: Amanda Fenwick, 281-998-6160, amanda.fenwick@sjcd.edu

Promotional Items / Apparel / Awards

The department assists with the ordering of promotional items, awards and apparel.

Contact: Mary Hind, 281-459-5421, mary.hind@sjcd.edu

Website: www.sanjac.edu/marketing-forms



Connect with us on:



281-998-6150

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Public Relations

The department staff 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, student success initiatives and crisis communications. Visit the San Jacinto College online newsroom (click on the red **"Meet the Staff"** link on the bottom right) to find out which public relations team member to contact.

Vice President: Amanda Fenwick, 281-998-6160, amanda.fenwick@sjcd.edu

Senior Communications Coordinator: Jeannie Peng Mansyur, 281-991-2633, jeannie.pengmansyur@sjcd.edu

Communications Coordinator: Andrea Vasquez, 281-998-6173, andrea.vasquez@sjcd.edu

Communications Coordinator: TBD

Website: www.sanjac.edu/newsroom

Publications

The department creates, designs and oversees the printing of materials such as (but not limited to) College Catalog, student handbook, brochures, posters, flyers, programs, direct mail, banners and invitations.

Contact: Mary Hind, 281-459-5421, mary.hind@sjcd.edu

Website: www.sanjac.edu/marketing-forms

Public Information Requests

The department receives and responds to public information requests made to the College through the Public Information Act. All requests must be addressed to the Public Information Officer in order to trigger an obligation under the Public Information Act.

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

Copy: Dana Cragin, 281-998-6152, dana.cragin@sjcd.edu

SJC AlertMe

Providing a safe and secure environment for our students, faculty and staff is a top priority at San Jacinto College. SJC AlertMe will contact members of the College community through email (the official form of communication in a crisis situation), voice and text messages to those who have opted in, should an emergency situation arise.



You must sign up and opt-in to receive voice and/or text messages: www.sanjac.edu/alert-me

College Emergency Information Line: 1-888-845-5288

Emergencies: ext. 5555 (from a Campus phone) | 281-476-9128 (from a cell phone)

Social Media

The department is responsible for creating, maintaining and monitoring the College's main social media sites, including Facebook, Twitter, LinkedIn, Snapchat, Instagram and Flickr. 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: Jahmal Clemons, 281-991-2602, jahmal.clemons@sjcd.edu

Website: www.sanjac.edu/social-media

Website Content

The department creates, edits and publishes content for the College's website, including department and campus organization web pages.

Contact: Joshua Banks, 281-459-5420, joshua.banks@sjcd.edu

The department 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 all staff members

4624 Fairmont Parkway, Suite 210 | Pasadena, Texas | 77504-3398

Phone: 281-998-6152

Email: marketing@sjcd.edu | watercooler@sjcd.edu

Hours: Mon. - Fri., 8 a.m.-5 p.m.

Summer Hours (May - Aug.): Mon. - Thurs., 7:30 a.m.-5:15 p.m. and Fri., 8 a.m.-12 p.m.