

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

281-998-6152 • [www.sanjac.edu/marketing](http://www.sanjac.edu/marketing)

The purpose of the San Jacinto College Marketing, Public Relations, and Government Affairs Department is to communicate the story of the 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 College community.

## Advertising / Marketing

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

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

Janet Cowey, Director, Marketing: 281-991-2603, [janet.cowey@sjcd.edu](mailto:janet.cowey@sjcd.edu).

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

Joshua Banks, Director, Digital Marketing: 281-459-5420, [joshua.banks@sjcd.edu](mailto: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:** Mary Hind, Marketing Project Coordinator: 281-459-5421, [mary.hind@sjcd.edu](mailto:mary.hind@sjcd.edu)

**Website:** [www.sanjac.edu/marketing-forms](http://www.sanjac.edu/marketing-forms)

## 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:** Kris Thompson, Events Planner: 281-998-6180, [kristine.thompson@sjcd.edu](mailto:kristine.thompson@sjcd.edu)

## Government Relations

The department represents the College through government relations with national, state, and local elected officials.

**Contact:** Teri Crawford, Vice Chancellor, Marketing, Public Relations, and Government Affairs: 281-998-6151, [teri.crawford@sjcd.edu](mailto:teri.crawford@sjcd.edu)

## Internal Communications - Watercooler

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](mailto:watercooler@sjcd.edu)

**Website:** [www.sanjac.edu/watercooler](http://www.sanjac.edu/watercooler)

## Photography

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

**Website:** [www.sanjac.edu/request-a-photographer](http://www.sanjac.edu/request-a-photographer)

## Promotional Items / Apparel / Awards

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

**Contact:** Mary Hind, Marketing Project Coordinator: 281-459-5421, [mary.hind@sjcd.edu](mailto:mary.hind@sjcd.edu)

**Website:** [www.sanjac.edu/marketing-forms](http://www.sanjac.edu/marketing-forms)

281-998-6150

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[www.sanjac.edu](http://www.sanjac.edu)

## 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 [www.sanjac.edu/marketing](http://www.sanjac.edu/marketing) and click the **“Meet the Staff”** tab on the left to find out which public relations team member to contact.

**Vice President:** Amanda Fenwick, 281-998-6160, [amanda.fenwick@sjcd.edu](mailto:amanda.fenwick@sjcd.edu)

**Director:** Torrie Hardcastle, 281-998-6139, [torrie.hardcastle@sjcd.edu](mailto:torrie.hardcastle@sjcd.edu)

**Senior Communications Coordinator:** Andrea Vasquez, 281-998-6173, [andrea.vasquez@sjcd.edu](mailto:andrea.vasquez@sjcd.edu)

**Communications Coordinator:** Melissa Trevizo, 281-991-2616, [melissa.trevizo@sjcd.edu](mailto:melissa.trevizo@sjcd.edu)

**Communications Coordinator:** Courtney Morris, 281-998-6323, [courtney.morris@sjcd.edu](mailto:courtney.morris@sjcd.edu)

**Website:** [www.sanjac.edu/newsroom](http://www.sanjac.edu/newsroom)

## Publications

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

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**Website:** [www.sanjac.edu/marketing-forms](http://www.sanjac.edu/marketing-forms)

## Public Information Requests

The department receives and responds to public information requests made to the College through the Texas Public Information Act. All requests must be addressed to the Public Information Officer in order to trigger an obligation under the Public Information Act. The College has 10 business days to respond. Please forward requests immediately.

**Contact:** Teri Crawford, Vice Chancellor, Marketing, Public Relations, and Government Affairs: 281-998-6151, [teri.crawford@sjcd.edu](mailto:teri.crawford@sjcd.edu)

**Copy:** Emily Savino, Senior Executive Assistant: 281-998-6152, [sjc.tpiarequest@sjcd.edu](mailto:sjc.tpiarequest@sjcd.edu)

## SJC AlertMe

Providing a safe and secure environment for our students, faculty, and staff is a top priority at San Jacinto College. If an emergency arises, 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.

**You must sign up and opt-in to receive voice and/or text messages:** [www.sanjac.edu/alert-me](http://www.sanjac.edu/alert-me)

**College Emergency Information Line:** 1-877-316-8308

**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, Digital Marketing Manager: 281-991-2602, [jahmal.clemons@sjcd.edu](mailto:jahmal.clemons@sjcd.edu)

**Contact:** Lauren Lowe, Digital Marketing Coordinator: 281-998-6150, [lauren.lowe@sjcd.edu](mailto:lauren.lowe@sjcd.edu)

**Website:** [www.sanjac.edu/social-media](http://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, Director, Digital Marketing: 281-459-5420, [joshua.banks@sjcd.edu](mailto:joshua.banks@sjcd.edu)

Linda Harrison, Web Content Manager: 281-998-6155, [linda.harrison@sjcd.edu](mailto:linda.harrison@sjcd.edu)

## The department website is a great source of information:

[www.sanjac.edu/marketing](http://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 A1.210 | Pasadena, Texas | 77504

Phone: 281-998-6152

Email: [marketing@sjcd.edu](mailto:marketing@sjcd.edu) | [watercooler@sjcd.edu](mailto: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.