

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, 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.

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

Joshua Banks, Director, Digital Marketing: 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: Mary Hind, Marketing Project Coordinator: 281-459-5421, mary.hind@sjcd.edu

Website: 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

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

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

Website: www.sjcblogs.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 only accommodate essential photography requests, per the approved College Photography Procedures.

Website: 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

Website: www.sanjac.edu/marketing-forms

281-998-6150

An Equal Opportunity Institution

 SAN JACINTO
COLLEGE
Your Goals. Your College.

Connect with us on:



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 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

Director: Torrie Hardcastle, 281-998-6139, torrie.hardcastle@sjcd.edu

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

Communications Coordinator: Melissa Trevizo, 281-991-2616, melissa.trevizo@sjcd.edu

Communications Coordinator: Courtney Morris, 281-998-6323, courtney.morris@sjcd.edu

Website: 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.

Contact: Mary Hind, Marketing Project Coordinator: 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 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

Copy: Emily Savino, Senior Executive Administrative Assistant: 281-998-6152, sjc.tpia@sanjac.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: 1-877-316-8308

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, Social Media Coordinator: 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, Director, Digital Marketing: 281-459-5420, joshua.banks@sjcd.edu

Linda Harrison, Web Content Manager: 281-998-6155, linda.harrison@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 A1.210 | Pasadena, Texas | 77504

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.