



## BE IN TOUCH

### WEB, VIDEO, SOCIAL MEDIA

x 3245

[webmaster@newpaltz.edu](mailto:webmaster@newpaltz.edu)

### MAIL SERVICES

x 3122

[mailservices@newpaltz.edu](mailto:mailservices@newpaltz.edu)

### PRINT SERVICES

x 2646

[printshop@newpaltz.edu](mailto:printshop@newpaltz.edu)

### DESIGN SERVICES

x 3971

[design@newpaltz.edu](mailto:design@newpaltz.edu)

### MEDIA RELATIONS, CAMPUS COMMUNICATION, MARKETING

x 3245

[communication@newpaltz.edu](mailto:communication@newpaltz.edu)

# COMMUNICATION SKILLS SERIES



## **SOCIAL MEDIA**

### **Social Media Best Practices**

TUESDAY, FEBRUARY 24 · 9:00 A.M.–NOON  
STUDENT UNION 62/63

FRIDAY, FEBRUARY 27 · 9:00 A.M.–NOON  
STUDENT UNION 62/63

If you're trying to reach more students and promote your department on social media, then our Social Media Hub is the perfect tool. Attendees will learn current best practices, industry trends and how to empower students to share your department story to the Hub. The session will focus on Facebook, Twitter, and Instagram, but will mention other popular networks. We'll also share tricks for monitoring social media and highlight ways social media can improve your workflow.

Presenter:

#### **JOHN OLES**

John has worked as a communicator in higher education admissions and development roles for over a decade. As the Social Media Manager for SUNY New Paltz, John is responsible for content creation and curation, electronic recruitment, branding across networks, photography and customer service. He holds a bachelor's degree in communication from The University of Scranton and a master's degree in counseling from Villanova University.



## **MEDIA RELATIONS**

### **Effective News Releases for Today's Media Landscape**

WEDNESDAY, JANUARY 27, 2016 · 9:00–10:00 A.M.  
STUDENT UNION 62/63

Get in the heads of reporters and think like they think! In this session, attendees will learn about what makes a story newsworthy, Associated Press style (the language of journalists), targeting media, and using dynamic photos/video to amplify your news.

Presenters:

#### **MELISSA KACZMAREK**

Melissa serves as the Media Relations Manager for the College. She has more than a decade of experience in crisis communication, branding, marketing, and public relations in K-12 and higher education. Melissa holds a bachelor's degree in English from SUNY Oneonta and a master's degree in journalism from Iona College.



## WEB/DIGITAL MEDIA

### Making the Best of Your Department Website

MONDAY, NOVEMBER 2 · 10:00-11:00 A.M.  
STUDENT UNION 62/63

The web is, inarguably, your department's most crucial communication tool. So why not take creative control and make your website the best it can be? We'll show you how. On the design end, we'll cover text and graphics, image files (photographs), and basic display issues and solutions. The content portion of the class will focus on best ways to emphasize text, effectively breaking up text into multiple pages for better readability, and college editorial style. Finally, when it comes to website updates you're not comfortable completing on your own, we'll give a brief overview on procedures for requesting help from our office.

Presenters:

#### JUSTIN SHUMWAY

Prior to joining SUNY New Paltz in 2011, Justin worked as an art director and multimedia designer for Reuters in their global studio. He has more than 17 years of experience in the fields of corporate identity (logo) design, web and print design and branding. Justin earned his bachelor's degree in electronic media, arts and communication from Rensselaer Polytechnic Institute in 1999.

#### LINDSAY LENNON '07

Lindsay has a strong professional background in creating and editing online content. Before joining the SUNY New Paltz staff in 2012, she served in editorial positions for several daily newspapers in the Hudson Valley, gaining experience content management and assembling compelling online story packages. Lindsay earned her Bachelor of Arts in journalism from SUNY New Paltz in 2007.



## PRINT & MAIL SERVICES

### No Fail Print and Mail

THURSDAY, MARCH 26 · 9:30-10:30 A.M., HAGGERTY 8

Learn about print and mail offerings on campus that may surprise you. Staff will explain what we can do for you, how things work, and what you can do to ensure your deadlines are met. We'll cover everything from printing postcards, brochures, envelopes, booklets, posters and banners to processing merged files and bulk mailings. Take a tour and see how we can help you enhance your program or activity with professionally produced materials and cost-effective mailings.

Presenters:

#### JIM LYONS

Jim brings 36 years of printing experience to SUNY New Paltz. In his 11 years managing Print Services at New Paltz, Jim has expanded the office to include printing for students and management of Mail Services.

#### JEFF BAKER

Jeff has more than 25 years of experience in the printing industry. He is skilled in prepress design and file set up, and is the primary operator for the digital operations in the shop. Jeff received the College's Classified Staff Award in 2012 and the SUNY Chancellor's Award for Classified Service in 2013.

#### ALAN LENZA

Alan has worked in the graphic arts industry for over 30 years, including 8 years of experience as a direct mail technician working with U.S. Postal Service mail design, postal regulations and mailing software to prepare mail pieces for first class and bulk mail. He handles the set up and operation of mailing equipment for the College.



## WEB/DIGITAL MEDIA

### Take Control of Your Department Website: Terminal Four Content Management Training

APRIL TBA—WATCH FOR AN EMAIL UPDATE

Tired of looking at the same tired content on your department's website? YOU can maintain your website—no technical expertise or experience required! IF you can edit a Word document, you can update your website! We are ditching our previous content management system, OmniUpdate, and have brought a new, more powerful tool to campus in Terminal Four. After attending this training, you will be able to make updates, maintain, and even beautify your department's website in just a few minutes!

In this training, you will learn:

- How to efficiently publish written, photographic, and video content on the New Paltz website using the new CMS
- The basics of web accessibility to ensure the college website remains in ADA compliance
- How to navigate and interact with the administrative section of the new CMS
- The workflow of web publishing at New Paltz and manage the expectations of the tool

Presenter:

#### MATTHEW SKILLMAN

Matt has been with the College since 2006 and has extensive experience in web design, production and content management system administration. Leading the team charged with bringing the Terminal Four content manager to campus, Matt will assist faculty and staff as they learn the new system and its capabilities.



## EDITORIAL

### Creating a Compelling Story & Getting the Word Out

FRIDAY, OCTOBER 9 · 11:00 A.M.—NOON  
STUDENT UNION 62/63

Attendees will leave this session with an understanding of the 4 components that make up a great story and the Office of Communication & Marketing tools available to share their story via multiple types of publications (magazines, newsletters, news releases, profiles in print and online).

Presenters:

#### CHRISSE WILLIAMS

Chrissie is a writer and multimedia professional with nearly a decade of award-winning journalism experience. She received her bachelor's degree in journalism from Marist College in 2006 and previously worked for *The Poughkeepsie Journal* as a writer, columnist and video producer. She is currently the writer/editor for the Office of Communication & Marketing.

#### ANDREW BRUSO '08 '12G

Andrew is a SUNY New Paltz alumnus who holds bachelor's and master's degrees in English. He brings professional experience as a writer, researcher and writing instructor to his work as a writer in the Office of Communication & Marketing.



## DESIGN SERVICES

### Staying on Time With Good Design

TUESDAY, SEPTEMBER 22 · 11:00 A.M.–NOON  
STUDENT UNION 62/63

Professional design is in the house! Design staff will share tips for successful outcomes and talk about the creative process. If you're producing a flyer or poster yourself, learn how to produce effective and attractive layouts that can help draw an audience, connect to the New Paltz look, and meet your deadline. Ensure smooth sailing from start to finish with Design Services.

Presenters:

#### JEFF LESPERANCE

With a degree from SUNY Albany in English, Jeff began his career in editing and advertising, but quickly moved to design. He worked for a variety of agencies and corporations as an illustrator, creative lead, and senior designer before coming to New Paltz in 2007. He is a member of the University and College Designers Association (UCDA) and has won numerous state, national and international awards for his designs. He occasionally teaches here in the Graphic Design program as an adjunct.

#### COLLEEN CODY

Colleen holds a degree in psychology from New York University, with continuing education in communication arts, design and fine art at the School of Visual Arts, The Cooper Union, Fashion Institute of Technology, and the Art Student's League. She joined Design Services in 2013. Colleen is a member of the University and College Designers Association (UCDA). She occasionally teaches here in the Graphic Design program as an adjunct.



## EVENTS PLANNING

### Organization = Success. Useful Tips & Tools for Event Planning

TUESDAY, JUNE 16 · 10:00–11:00 A.M.  
STUDENT UNION 62/63

*Do you need help with event planning?*

*Do you want to increase attendance?*

Learn useful tools, best practices, and suggestions to enhance the preparation, management, and execution of your department's events. Attendees will also leave with an understanding of the advice and support that the Office of Communication & Marketing can provide for future event planning.

Presenters:

#### ASHLEY NESTER

Ashley serves as Marketing Coordinator for SUNY New Paltz. She is responsible for executing advertising, marketing and promotional activities for the College, and also assists with the planning and execution of events on campus. Ashley holds a bachelor's degree in business administration with a concentration in marketing from Marist College.

#### RICHARD WINTERS

Richard serves as Community and Government Relations Associate in the President's Office. He brings experience in events planning, admissions and government outreach to his work at the College. Rich is a graduate of SUNY New Paltz, having earned a bachelor's degree in political science, before earning a master's degree in higher education administration from Stony Brook University.



## DESIGN SERVICES

### Design. Print. Mail. *Concept to Completion*

MONDAY, JULY 20 · 9:30-10:30 A.M.  
STUDENT UNION 62/63

Find out what it takes to guide a project from start to finish with maximum results. Staff will explain how to partner with design, print, and mail services to minimize stress and get what you need when you need it.

Presenters:

#### MARY KASTNER '71

Mary has a degree in art education and more than 40 years of experience in graphic design, including 34 at SUNY New Paltz. Mary has been a strong advocate for institutional identity, initiating a college identity program in 1993, and serving on the president's Brand Marketing Task Force from 2004 to 2010. She is a member of the University and College Designers Association (UCDA).

#### LAURA KNIFFEN '96

Laura joined Design Services in 1996, offering expertise in design, branding and marketing. She is currently one of the staff's lead monitors of brand compliance. Laura is a member of the University and College Designers Association (UCDA) and serves on the State University of New York Council for University Advancement (SUNYCUAD) Board of Directors.

#### CARMEN CALDERON

Carmen holds a BFA in advertising design from the Fashion Institute of Technology and has worked in the creative field for more than 14 years. She worked in advertising and art direction for various companies and organizations before coming to New Paltz in 2014, and is a member of the University and College Designers Association (UCDA).



## PHOTOGRAPHY/ VIDEOGRAPHY

### Photography: From Capturing to Sharing

MONDAY, AUGUST 17 · 10:00-11:00 A.M.  
STUDENT UNION 62/63

In this session, attendees will learn how to capture photos that effectively showcase your events and department. You will learn photography best practices, such as composing shots and how to take crisp images. We will teach you how to use your smartphone to capture an event, and implement the photos on social media outlets. Finally, you will be taken through the steps to request photography services and submit your own photos to the Office of Communication & Marketing to be archived.

Presenters:

#### ROBIN WEINSTEIN '14

Robin is an alumna of the BFA Photography program at SUNY New Paltz, and is currently the Photographer/Videographer at the College. She had been the photography editor at The New Paltz Oracle before joining the College professional staff. Robin has advanced experience using digital SLR cameras, photo editing software and photo sharing platforms.

#### JOHN OLES

John has worked as a communicator in higher education admissions and development roles for over a decade. As the Social Media Manager for SUNY New Paltz, John is responsible for content creation and curation, electronic recruitment, branding across networks, photography and customer service. He holds a bachelor's degree in communication from The University of Scranton and a master's degree in counseling from Villanova University.