Introductions

Sandra Barnett: Assistant Director of Marketing

Ashley Lindsey: Publications Specialist

Kathy Floyd: Marketing and Public Information Assistant

Matt Shirey: Webmaster
Branding Standards

Implemented in May 2013
College of Science & Mathematics

The science of life
Research the possibilities
Explore the computing world
Unraveling the mysteries...
Meeting today’s challenges
Math as real life
Preparing for successful careers
Connecting it all together
We help to advise other departments on campus with direct marketing and advertising campaigns.
Advertising campaign
• Billboards
• Local newspaper
• Texas Monthly
• Community events
• Local television
• Memorial Stadium
• Movie theaters (local & DFW)
• Targeted online advertising
• Mall advertising
Collaboration with Athletics
Social Media
Again, please notice our branding efforts. Marketing and Public Information is responsible for the official Facebook page. We work closely with Student Affairs for other social media platforms such as Twitter, YouTube, and Flicker. We do promote special events such as Homecoming, Artist-Lecture Series, etc. at the appropriate times as the main photo.

www.youtube.com/MidwesternState
Community Pride Campaign – the Proud Crowd
T-shirt campaign for MSU events and game day.
Website
- Implementation of new content management system
- Hardware redundancy
- Hands-on training sessions
- Responsive design
Website
Working with individual programs to update their webpages and develop strategies for presenting information
Upcoming Projects

- Finalize trademark information
- Agreement with Strategic Management Associates
- New interactive Calendar System
- Increased Digital Advertising