

Integrated Communications Recommendations

Presented by Mario Schulzke

Our own assessment of the APASP findings largely align. The data, both quantitative and qualitative that came out of the APASP reports, is already being put to use by our department heads. I would like to thank the APASP committee and all involved for undertaking this extensive process. Your work, alongside with the work of the SPCC, will serve this University as a strategic foundation for many years to come. Also, a special thank you to my colleagues Scott Whittenburg and Beverly Edmond who have not only consistently burned the midnight oil but also provided leadership when and where we needed it the most. I know it hasn't always been easy, but I just wanted you to know that as an alumni and coworker, I am deeply grateful for what you two Southerners have done for our institution.

Here are the three recommendations I'd like to propose following the APASP process.

1. Printing and Graphics is probably not a feasible operation to continue running on our campus. As an institution, we simply don't print enough anymore and state law rightly forbids us try and pursue private business. So, it is my recommendation that we continue exploring finding a community business partner to provide these services to our campus, while hopefully continue to employ our Printing and Graphics staff. We have been working on this potential solution, and I hope an RFP can be issued in the near future.
2. University Relations, Public Radio/Public Television, Alumni Relations and Licensing have all had record years when it came to a) the impact of their work and b) revenues generated outside of general fund funding. I could not be prouder of what our employees have accomplished. But, many of them will leverage their current and past career successes into new job opportunities, coinciding with the VSO offer made by our University. Hence, it is our recommendation to formally dissolve the Integrated Communications sector and to move all of our highly functioning units back into the President's Office. They will be of great aid to him.
3. Lastly, without employees, we probably won't need an administrator anymore. Hence, I recommend eliminating the position of associate VP of integrated communications, which I have proudly served as for the past 18 months. In addition, I recommend we eliminate the position of executive director of marketing and outreach. Our new president should have the opportunity to structure his communications and marketing team as he sees fit. Through the salary savings provided by eliminating the two highest paid positions in the sector and because of record revenues generated by our sector, we hope to provide some financial bandwidth for the new president to work with. In the

interim, I recommend that all IC department heads report to President's Office Director of Communications Paula Short.

These are tough choices, but that's exactly what we need right now. I hope we can make similar choices across the board, and then I am sure this institution shall prosper again.

Thank you.