



UNIVERSITY COMMUNICATIONS and MARKETING



Our Mission

Through the development of strategic marketing and communications plans, the University Communications team works with campus partners to produce and gain attention for our many outstanding students, faculty, staff members, research projects, events and initiatives of Jackson State University.



UC Overview

- University Communications and Marketing uses print, broadcast, multimedia, social media, and marketing channels to convey clear and consistent communication about the university's achievements and the JSU experience.
- Supports JSU departments with internal communications, event promotion, marketing, media relations, graphic design, photography, videography and social media.



Introduction Of Team



Mock Presentation



Public Relations

Crafts narratives and messaging that enhances the JSU image; builds and maintains relationships with community constituents and external audiences while advancing the University's agenda by strengthening awareness, engagement and support through strategic communications efforts:

- Communications Consultation
- Copywriting and Content Creation
- Proofreading and Editing
- Eblasts and Sliders
- Media Advisories and Press Releases; Local and National Media Coverage
- Newsroom Stories



Marketing

JSU Marketing works to better serve the JSU community and strives to help the university to reach its overall goals. Our key areas include building brand awareness, increasing enrollment, promotional support of JSU Athletics and The Division of Institutional Advancement fundraising campaigns and retention of students. It is our goal and pleasure to work with all departments to ensure university brand consistency.

- Billboards
- Radio Ads
- TV Ads
- Email Marketing
- Promotional Support
- Print and Digital Ads



Marketing Overview

The Jackson State University marketing team is committed to the promotion of our academic programs, athletic programs, internal fundraisers, overall brand and student experience. Our marketing policy sets forth the following expectations:

- Timely submission of all promotional requests in adherence to turnaround times
- Appropriate usage of the JSU logo and development
- Communicating through the proper channels for all marketing/ design inquiries
- STAMP of approval by University Communications for dissemination or posting of flyers and promotional material anywhere on JSU premises
- Adhere and reference the JSU Style Guide for usage/requests of logos, color adaptation and official university seals.



Graphic Design

Create diverse and concise visual interpretations of the JSU brand through typography, photography and illustration while providing creative support to Marketing, Public Relations and Social Media through:

- Logo Development
- Promotional Campaigns
- Banners and Billboards
- Print Advertisements
- Brochures, Programs, Magazines and Newsletters



Photography

Showcase the everyday life and educational experiences of students, faculty and staff. Create an archival gallery of imagery for both external and internal usage for marketing campaigns, public relations projects and social media posts.

- Capturing Campus Imagery
- Portraits
- Event Coverage
- Capturing Student Life
- News and Sports Coverage



Social Media

The Social Media team is responsible for engaging and growing the university's web-based constituency through social media, video and other digital means. Some of our initiatives include:

- Faculty, Staff, Student and Alumni Highlights
- Event Promotion and Coverage
- Live Video Streaming of Events
- Promotional Videography and Photography
- Social Media-based Customer Service.
- Mobile Apps and Social Media Kiosks





Timeline For Requested Projects

- Ads: 2 weeks
- Booklet: 8 weeks
- Brochure: 4-6 weeks
- E-blasts: 1 and ½ weeks
- Complex Projects (magazines, course catalogs, viewbook, etc): 4 months or longer
- Flyer: 2 weeks
- Newsletter (depending on size and complexity): 6-8 weeks
- Photography: 2 weeks
- Poster: 2-3 weeks
- Press Release: 1 and 1/2 weeks
- Social Media: 2 weeks
- Videography: 4-6 weeks



Thank You!