

MARKETING AND COMMUNICATION

University Marketing and Communication (UMC) strives to uphold and advance the Loyola identity and mission, and create a shared community among prospective and current students, alumni, parents, faculty, and staff, through strategic marketing and communications.

- We use strategic messaging and branding to establish one voice for Loyola University Chicago and reinforce the University's unique Jesuit identity, vision, values, and mission.
- We offer **specialized expertise** to help schools and departments, and the University as a whole, achieve marketing and communication objectives.
- We promote **Loyola news and initiatives**, coordinating interviews and connections between University experts and the media, and training faculty and staff in how to effectively engage with the media.
- We provide **tactical marketing support**, services, and best practices to help departments and schools promote events, programs, and partnerships.
- We are **the news hub** for all Loyola events, activities, calendars, and information, and manage all **communication tools and channels**, including websites, social media, and print and electronic communications.
- We develop **publications** that connect and engage alumni and others who have moved beyond campus with the Loyola community and mission.

STRATEGIC COMMUNICATION SERVICES

MEDIA RELATIONS AND MEDIA TRAINING

We generate publicity and awareness around Loyola news and events, pitching stories, coordinating all interviews with the media, and maintaining a faculty experts database. We also provide media training to help prepare faculty, staff, and administrators for interactions with the media.

Please contact Evangeline Politis at epolitis@LUC.edu or Seanna Mullen Sumrak at smullen1@LUC.edu

- If you receive a media inquiry,
- To add your name and information to the faculty experts database, or
- To request a pre-recorded media training webinar

CRISIS MANAGEMENT

In the unfortunate event of a crisis on campus, we alert and update the Loyola community according to our crisis communication plan.

Please contact Evangeline Politis at epolitis@LUC.edu for more information.

SOCIAL MEDIA

In addition to managing all University-sponsored social media accounts, we offer strategic counsel to help faculty and staff leverage social media to engage their audiences through department or division accounts.

INTERNAL COMMUNICATIONS

University-wide news alerts and updates, including messages from the Office of the President, are sent by UMC via special broadcast e-mails to all students, faculty, and staff. We consider submissions to *Inside Loyola* for events and announcements you would like to promote; submissions must be made two weeks in advance of the release date. We also manage *Rambler Buzz* for students and the University Calendar system, which publishes the main calendar and events posted by Loyola employees and students.

To submit information for *Inside Loyola*, please contact Evangeline Politis at epolitis@LUC.edu or Seanna Mullen Sumrak at smullen1@LUC.edu.

Submit events to post through the University Calendar system at LUC.edu/calendar.

WEB AND SUPPORT SERVICES



We manage content and digital strategy for the Loyola website, LUC.edu, with the home page receiving an estimated 40,000 unique pageviews every day. Site content coordinators manage the web presence of individual schools and departments. Organizations can rely on our web team for support, including account setup for e-blasts and e-newsletters; blogs; site analytics; and search engine optimization.

For support with your website or e-communications, please contact Lenzlee Wheeler at lwheeler@LUC.edu.

PHOTO AND VIDEO SERVICES



Our photography and video services support publication, website, media, and marketing initiatives. Faculty and staff can request access to an internal photo archive and public photo galleries, and also can request new photography and video. Our multimedia team will work with you to collect information before determining whether we will be able to fulfill your request. Fulfillment will be based on University marketing and communication objectives. If you are a faculty or staff member in need of a new head shot, individual studio portraits will be scheduled on certain days throughout the academic year.

To schedule a time for a portrait, please complete a Creative Request Form at LUC.edu/creativerequest.

To receive access to existing photography and video, or to request new photography or video, complete and submit a Creative Request Form at LUC.edu/creativerequest.

MARKETING MATERIALS



Our marketing team helps schools, departments, and programs develop creative and effective collateral, including print, broadcast, and digital advertisements; brochures; posters; flyers; and mailers. Large, elaborate projects kick off with a meeting. Smaller projects start with your submission of a Creative Request Form detailing your needs, goals, and ideal timeline. Be sure to build ample time into your project timeline for design and printing. **Please plan on a minimum of three weeks between receipt of all copy, photos, and materials needed to fulfill your request and delivery of a first draft by e-mail.**

Start your next marketing project by completing and submitting a Creative Request Form at LUC.edu/umc.cb.

CONTACT US



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READ OUR ALUMNI PUBLICATIONS

Loyola magazine
Stitch magazine
Niehoff magazine

JOIN THE CONVERSATION

[Facebook.com/LoyolaChicago](https://www.facebook.com/LoyolaChicago)
[Twitter.com/LoyolaChicago](https://twitter.com/LoyolaChicago)
[Instagram.com/LoyolaChicago](https://www.instagram.com/LoyolaChicago)
[Youtube.com/LoyolaChicago](https://www.youtube.com/LoyolaChicago)

