

Troy D. Brown

## **1. HIGHER EDUCATION EXPERIENCE**

- a. Indiana University-Purdue University Indianapolis (IUPUI), Indianapolis, Indiana, among the 25 largest universities in the U.S., third largest university campus in Indiana, founded as a partnership by Indiana University and Purdue University
  - (1) 1998-Present, Executive Director, Office of Communication and Marketing
  - (2) 1997-1998, Interim Executive Director, Office of Communications and Public Relations
  - (3) 1996-1997, Director of Creative Services, Office of Communications and Public Relations
- b. Purdue University, West Lafayette, Indiana
  - (1) 1995-1996, Art Director, School of Agriculture, Agricultural Communication
  - (2) 1993-1995, Graphic Designer, Marketing Communications

## **2. INDUSTRY EXPERIENCE**

- a. the ktm group, graphic and marketing communications, Chicago and Lafayette, Indiana  
1987 - Present, Owner and Chief Executive Officer
- b. Wednesday Journal Newspaper, Chicago, Illinois  
1991-1992, Art Director
- c. Chicago Tribune, Chicago, Illinois  
1989-1990, Pagination Artist
- d. Newspapers of Pioneer Press, Chicago, Illinois  
1985-1987, Advertising Art Director
- e. LN Vallincourt Design, Chicago, Illinois  
1985-1991, Graphic Designer

## **3. EDUCATION BACKGROUND**

- a. Master of Science in Media Arts and Sciences, School of Informatics, Indiana University, Indianapolis, Indiana, (IUPUI) 2002
- b. Bachelor of Art in Visual Communication Design, Southern Illinois University, Carbondale, Illinois, 1985

#### 4. HIGHER EDUCATION ACHIEVEMENTS

##### *a. Management*

- (1) Supervised 13-person staff at IUPUI including Director of Campus Promotions, Director of Media Relations, two news writers, one editor/publication manager, web developer, web developer assistant, two-person clerical staff and three interns
- (2) Managed \$2-million budget for IUPUI office support, advertising, direct mail, marketing and publications and media
- (3) Assisted IUPUI administration and academic units to develop projects for image assessment, attitudes and awareness measurement, publication content analysis, and customer segmentation to help produce effective, primary marketing communications to major external constituencies utilizing a mix of communication tools (multimedia): publications, advertising, video, CD-ROM, radio, television, and the Internet
- (4) Oversaw all visual and major communication activities of IUPUI
- (5) Managed an external staff of five graphic designers, photographers and video producers to market IUPUI
- (6) Worked with external printing and video vendors to develop IUPUI student recruitment materials to create a more progressive perception of the campus and increased student enrollment numbers.
- (7) Retooled IUPUI communications and marketing staff for better efficiency and in 2004 created new position, Electronic Media Manager, to take campus into new media age; in 2006, created another position, Coordinator of Campus Pride, Spirit and Traditions, when campus was ready to go to next level of campus pride and spirit

##### *b. Marketing Activities*

- (1) Assisted in the development of a campus integrated marketing approach for IUPUI student recruitment, fundraising, alumni and external affairs activities to unify and strengthen a singular vision conveyed by the IUPUI chancellor
- (2) Spearheaded the development of an IUPUI history corridor concept to educate students, faculty and staff about the university's history and its rapid growth as an urban campus (housed in the new campus center)
- (3) Developed all marketing and advertising plans for the IUPUI campus, consisting of more than 29,000 students, 7,000 faculty and staff, and offering more than 200 degree programs.
- (4) Placed all print, outdoor and radio advertising and worked with media vendors to place television spots to impact enrollment for fall, spring and summer semesters. Enrollment and applications hit record numbers in 2000 and 2001 despite increased academic standards.
- (5) Implemented a \$470,000 comprehensive, multimedia advertising and marketing program to change IUPUI's image by marketing a specific message to targeted traditional and nontraditional student audiences. The campaign continues to assist in enrollment and application increases every semester, most noticeably in electronic inquiries with the introduction of the IUPUI web site as a contact point.

- (6) Carved out money in existing budget to develop an online photo archive featuring all aspects of student life, faculty in teaching situations and campus events.
- (7) Conducted focus groups to evaluate campus spirit and develop a plan to enhance it as part of aggressive marketing campaign promoting IUPUI's move to NCAA Division I status.
  - (a) Initiated a new campus spirit mark (replacing the Metros with the Jaguars); developed official IUPUI fight song; expanded IUPUI pep band (from 15 members to more than 40 in 2006); and established the Predators, a student spirit organization that yielded 150 members in its first year and contributed to a 20 percent attendance growth at basketball games. Men's basketball has since had several sell-out games including four in 2005 and six in 2007-08.
  - (b) Re-energized the existing Jaguar spirit marks in 2006. Developed a new set of spirit marks (new illustration style) and introduced the new Jaguar mascot, Jinx, leading to the development of a second mascot, JAWZ, for Jaguar events
- (8) Conceived themes and development of new identities and marketing materials at IUPUI for University College, Honors Program, IU Kelley School of Business and IU Kelley School of Business Master of Public Accountancy program
- (9) Developed marketing plans for the IUPUI campus from 1999 to the present, incorporating the development of new publications, expansion of new media activities, advertising (all media) and events
  - (a) Highlight in 2002 was the introduction of "Explore IUPUI," a university-wide open house celebration for the Indianapolis community that attracted more than 6,000 people to campus
  - (b) IUPUI Center for Young Children marketing promotion plan yielded a 60 percent increase in enrollment
  - (c) IUPUI Human Resources marketing and identity plan introduced for the first time a consistent image for this very visible university arm
  - (d) IUPUI Athletics marketing plan, most noticeably for men's basketball, increased game attendance by 20 percent "JAGNIFICENT"
  - (e) IUPUI Online was developed to bring together campus members to brainstorm future teaching options, notably for online learners
- (10) Developed new visual identities, including logos, usage guidelines, applications, templates and marketing phases for several Purdue areas, including the:
  - (a) School of Agriculture Indiana State Fair exhibit
  - (b) Extension Statewide 4-H Programs
  - (c) John Purdue Club (replaced a 20-year old identity)
  - (d) Boilermaker Special
  - (e) Purdue Alumni Association
  - (f) Office of the Dean of Students
  - (g) Purdue License Plate program
  - (h) Purdue United Way Campaign
  - (i) Purdue University's 125th Anniversary
  - (j) Black Cultural Center
  - (k) University Residences
- (11) Developed marketing plan for Student life and Diversity (SLD) in 2002. SLD had an identity problem created by nine distinct units and no unified organization. The

plan gave SLD one overall identity while allowing the different units to maintain individuality. This plan helped to build SLD's brand and image

- (12) Art directed the existing license plate programs for IUPUI featuring the Jaguar, "Ride with the Jaguars" and for Purdue University, featuring concept, "Ride with Pride"
- (13) Art directed three IUPUI campus awards, the 2001 Joseph Taylor Diversity Achievement Award, the 2000 Chancellor's Medallion and the Diversity Award
- (14) Art directed marketing materials for IUPUI Online, an initiative developed by the Executive Vice Chancellor and Interim Chancellor of IUPUI to explore better teaching ideologies and tools to enhance the learner experience at IUPUI

*c. Branding and Image Building*

- (1) Lead the IUPUI campus effort from 2006-present to coordinate new IU systemwide graphic identity signature system. Includes:
  - (a) Member of the Integrated Image Policy Committee
  - (b) Member of the Graphic Implementation Committee
  - (c) Advisor for IU regional campuses move to new mascot development and mascot program
  - (d) Advisor to Chancellor and Cabinet about direction the IUPUI campus should take with the integrated image initiative
  - (e) Roundtable leader of campus representatives to stay in touch on integrated image initiatives and concerns
- (2) Helped to conceptualize and directed the implementation and evaluation of IUPUI's five-phased, branding and image "Why Not Both" Campaign
- (3) Implemented a \$470,000 comprehensive, multimedia advertising program to change IUPUI's image by marketing a specific message to targeted traditional and nontraditional student audiences. The campaign continues to assist in enrollment increases every semester, most noticeably in electronic inquiries with the introduction of the IUPUI web site as a contact point.
- (4) Created a new IUPUI visual identity system, including the university's first graphic identity guidelines. The guidelines, which outlined correct usage for the IUPUI logo and its family of identifying marks, official campus colors and sample brochure guidelines, increased awareness of IUPUI's campus image and increased pride with both internal and external audiences.

*d. Publications*

- (1) Reworked IUPUI's admissions materials to put greater emphasis on students and campus. Continued to improve the publication annually utilizing focus group research. Revamped materials recruited more students and provided a better image of campus and were produced for less money. In six years, printing cost for the viewbook and mini-viewbook went from \$60,000 to \$38,000. Recruitment materials designed won a Bronze Award in the Council for the Advancement and Support of Education (CASE) Circle of Excellence international awards competition for improved publications program.
- (2) Retooled IUPUI Performance Report (annual report) to be less an informational booklet into a more reader-friendly image-building publication with high-end photography and personal anecdotes.
- (3) Revamped IUPUI's alumni magazine, *Partnerships* (now *IUPUI magazine*), by redistributing funds to improve paper quality and produce a magazine more

reflective of the university's status, resulting in increased alumni pride and involvement.

- (4) Revamped the IUPUI faculty and staff newsletter, *Campuscape*, from a copy-heavy black and white newsprint publication into a smaller publication featuring full-color photos with stories about faculty and staff achievements, advancing campus spirit and pride
- (5) Established new magazine, *On the Prowl*, to heighten awareness of IUPUI athletics and accomplishments of student-athletes, further enhancing campus spirit and athletics support among students, faculty and staff
- (6) Overhauled existing materials for several areas on IUPUI campus, including the Honors Program and School of Science, to incorporate consistent, dynamic visual elements
- (7) Art directed, designed and produced many of Purdue University's high profile publications from originating marketing concepts to producing design to coordinating production, including the:
  - (a) President's Christmas Card
  - (b) President's Annual Report
  - (c) President's 10th year celebration identity package
  - (d) Sports media guides
  - (e) Admissions viewbook and coordinated materials

e. *New Media Development*

- (1) Oversaw production in 2007 of IUPUI YouTube Portal
- (2) Upgraded IUPUI campus website in 2007 to include Flash authoring and more contemporary graphic design that emphasized major branding majors on home page
- (3) Produced enhanced visual design and graphics package in 2007 for JagTV, an IUPUI campus digital communications network, which includes distribution on digital signage and cable television
- (4) Oversaw production in 2007 of *Our IUPUI*, a 30-minute broadcast quality video program played at the 2007 IUPUI commencement ceremony. The program was also broadcast on the IUPUI website via a custom created Flash video player. This was an initiative to enhance the IUPUI spirit at commencement and another way to educate future alumni about the campus.
- (5) Oversaw production in 2007 of a website to accompany *IUPUI Magazine*, a publication sent to more than 100,000 alumni of the IUPUI campus
- (6) Oversaw production in 2007 of IUPUI's *The Spot*, a weekly video news program
- (7) Oversaw production in 2006 of a new IUPUI campus website, with the upgrade and new design including information architecture, interface design, graphic design and flash authoring, resulting in a national CASE Silver Award
- (8) Oversaw production of communications campaign for IUPUI Week of Welcome, utilized on campus web pages and JagTV
- (9) Oversaw production and development in 2005 of IUPUI's new media presentation, an online video that served as a presentation at the opening of campus visit sessions and was featured on the admissions' campus visit and prospective student sites.
- (10) Developed a new position in 2004 to move IUPUI campus from a web mindset to a broader new media presentation. Position oversees a new media team, keeps IUPUI on the edge of everything new in the new media area and ensures the university

- stays in step with prospective student knowledge. Position also oversaw the management and production of the third phase of the IUPUI website redesign
- (11) Developed marketing and promotion plan in 2004 for an affirmative action online sexual harassment awareness and prevention campaign
  - (12) Conceptualized and developed in 2003 an online photo archive, as part of a reputation management initiative to manage the visual reputation of the campus. Campus schools, departments and programs can now pull from a repository of quality IUPUI images for use in their promotional materials.
  - (13) Hired the first overall campus web developer in 2001, who one year later had succeeded in redesigning IUPUI's web site to better represent the campus as one of the nation's best urban universities

f. *Media Relations*

- (1) Advisor to IUPUI media relations team on campus crisis communications and other campus communications strategies. Model is media relations director, assistant media relations director and two media spokespersons. Executive director is third backup for media questions. No one media spokesperson but best campus representative according to situation
- (2) Directed unprecedented national media blitz in conjunction with Samaritans Feet for Coach Ron Hunter's civic engagement efforts to raise 40,000 pairs of shoes to take to Africa for kids without shoes. Led to national exposure, ranging from ESPN to ABC Nightly News as Person of the Week. This was the first nightly network news appearance for the IUPUI campus. ABC and NBC will follow Coach Hunter as he delivers the shoes to Africa in July.
- (3) Created the position of Assistant Media Relations Director in 2003 as a backup to the Media Relations Director, giving the campus two seasoned professionals handling the state's largest media outlets and helping to position IUPUI as the number one choice for prospective students
- (4) Acted as campus spokesperson for local, state and national media, including responding to inquiries by the *Chronicle of Higher Education* on possible racial discrimination in the IU School of Law and a possible bomb threat on campus
- (5) Coordinated security, event and media details of a visit by former Vice President Dan Quayle, which attracted one of the largest media blitzes in IUPUI history
- (6) Assisted in a visit from CBS *48 Hours* to the IU School of Medicine
- (7) Acted as campus spokesman on the advertising campaign for IUPUI athletics in an article published in the December issue of the *Indianapolis Business Journal*
- (8) Appointed by IUPUI Chancellor Bepko in 2003 to represent university at the U.S. Conference of Mayors in Washington, D.C.
- (9) Interviewed by IUPUI Radio as campus spokesman prior to 2003 Mid-Continent Conference championship game

g. *Reputation Management*

- (1) Assisted and worked with a communications consultant to initiate campus reputation management campaign
- (2) Developed and implemented a series of coordinated departmental presentations to heighten the awareness of campus happenings and the important role that the campus' 6,000 employees have in promoting the university's image

- (3) Co-coordinated a half-day IUPUI reputation management workshop to teach schools and departments about marketing, media relations and event planning

## 5. RESEARCH AND SCHOLARSHIP

- a. Commissioned and conducted qualitative and quantitative research studies on behalf of IUPUI and the Chancellor's Cabinet
- b. 2007-08, research on IUPUI Student Preferred Modes of Information Dissemination for the IUPUI Office of Communications and Marketing, Office of Student Life and Development
- c. 2002-2006, conducted high school focus group study on the Evaluation of IUPUI Advertising Penetration and Effectiveness through Gentleman and Associates, Indianapolis
- d. 2006, worked with Hetrick Communications, Indianapolis, to conduct research and develop a brand platform to position IUPUI nationally
- e. 2004, conducted IUPUI web usability study on its effectiveness, efficiency and satisfaction with students. The Usability Consulting Team observed participants and noted problematic areas to provide recommendations for improvement
- f. 2004, conducted research on IUPUI pride and spirit to develop a new campus athletic fight song, using Catfish Music in Chicago
- g. 2003-05, conducted study, "Why Attend a Jaguars' Basketball Game," with IU Public Opinion Laboratory
- h. 2003, conducted research in the evaluation of the IUPUI license plate program with IU Public Opinion Laboratory
- i. 2001, follow-up study from 1998 research evaluating IUPUI advertising penetration and effectiveness with IU Public Opinion Laboratory
- j. 2001, participated in research by Carnegie Communications on adult study at IUPUI with a goal to identify ways to enhance enrollment efforts at IU's seven non-residential campuses
- k. 2000, research project with Hetrick Communications, Indianapolis, to develop strategic marketing plan, as well as beginning internal reputation management campaign. Project resulted in development of "IUPUI -- Why Not Both" campaign
- l. 1998, initial research project, setting baseline, on effectiveness and penetration of IUPUI advertising through IU Public Opinion Laboratory

## 6. CREATIVE ENDEAVOR

- a. 2008, featured in a national admissions marketing magazine about changing the image of IUPUI and our best of show entry for total advertising campaign, "IUPUI: Where Impact is Made" Campaign.
- b. 2008, represented IUPUI Chancellor working with Barnes and Noble to develop spirit murals for new campus center
- c. 2002, art directed *Let's Hear Your Roar* commercial for IUPUI Jaguar's basketball
- d. 2002, collaborated with Purdue First Lady Patty Jischke, Carol Stickel and the Iron Key Club to develop book, *Tons to do in Tippecanoe and Purdue Too*
- e. 2002, created, researched and developed *IUPUI: From 38th Street to Cyberspace*, a multi-media history from the perspective of IUPUI's three chancellors, a master's program capstone project. Out of this project was the creation of the first IUPUI History Wall project completed March 2008 and now located in the IUPUI Campus Center

- f. 2001, created and produced spirit video featuring IUPUI fight song televised during Mid-Continent Conference basketball games
- g. 2000, developed and produced *Great Place to Work, Great Place to Learn* video for IUPUI Office of Human Resources
- h. 2000, developed and produced *This is IUPUI* halftime video for IUPUI
- i. 1999, oversaw development of fundraising video for IU Herron School of Art
- j. 1998, developed identity for the Indiana Communities Against Rape (CARE) Commission
- k. 1994, developed visual identity system for Museums of Prophetstown (Lafayette)
- l. 1989, logo published in *American Corporate Identity*, an annual hardback distributed worldwide, displaying some of America's best logo design
- m. 1987, six logos published in *American Trademarks*, a book that showcases some of America's best trademark designs

## 7. AWARDS AND HONORS

### OFFICE AWARDS UNDER MY LEADERSHIP

- 2007, Best of Show and Gold Award, Admissions Marketing Report 23rd Annual Advertising Awards, IUPUI "Where Impact is Made" Total Advertising Campaign
- 2008, Gold Award, Admissions Marketing Report 23rd Annual Advertising Awards, IUPUI Campus Website
- 2008, Bronze Award, Admissions Marketing Report 23rd Annual Advertising Awards, IUPUI New Media The Spot Podcast
- 2008, Merit Award, Admissions Marketing Report 23rd Annual Advertising Awards, IUPUI, New Media Health 7 Life Sciences Podcast
- 2007, Silver Medal, CASE International Circle of Excellence Awards Program, Complete Institutional Web Site, IUPUI Campus Website
- 2007, Gold Award, Admissions Marketing Report 22nd Annual Advertising Awards, IUPUI Campus Website
- 2007, Silver Medal, Pride of CASE V 2007 Awards, Best Institutional Website, IUPUI Campus Website
- 2007, Bronze Medal, Pride of CASE V 2007 Awards, Best Website, Individual Page or Section, IUPUI Winter 2007 Website

### INDIVIDUAL

- 2007, Best of Show and Gold Award, Admissions Marketing Report 23rd Annual Advertising Awards, IUPUI "Where Impact is Made" Total Advertising Campaign
- 2006, Award of Merit, Admissions Marketing Report 21st Annual Advertising Awards, Virtual Tour, IUPUI
- 2003, Selected for *Who's Who in Black Indianapolis*
- 1999, Bronze Medal Award, Council for the Advancement and Support of Education (CASE) National Circle of Excellence Awards Program, Individual Fund-raising Publication, Annual Report, Iowa State University Foundation
- 1999, Award of Merit, Admissions Marketing Report 14th Annual Advertising Awards, Annual Report, ISU Foundation

- 1999, Best of Show and Addy, American Marketing Association Lafayette Chapter, Annual Report, ISU Foundation
- 1999, Silver Medal Award, CASE Mid-America District VI Recognition Program, Annual Report, ISU Foundation
- 1999, Silver Medal Award, CASE Mid-America District VI Recognition Program, Fundraising Newsletters, Destinations, ISU Foundation
- 1999, Silver Medal Award, CASE Mid-America District VI Recognition Program, Special Publications Project Design, Order of the Knoll Invitation, ISU Foundation
- 1998, Best of Show and Gold Medal Award, Admissions Marketing Report 13th Annual Advertising Awards, Annual Report, ISU Foundation
- 1998, Silver Medal Award, National CASE Circle of Excellence Awards, Publications Program Improvement, Student Recruitment Materials, Indiana University Purdue University Indianapolis
- 1997, Silver Medal Award, CASE Mid-America District VI Recognition Program, Publications/Institutional Relations, Campaign Destiny Invitation, ISU Foundation
- 1996, Gold Medal Award, Admissions Marketing Report 11th Annual Advertising Awards, Residence Halls Reapplication Campaign, Purdue University
- 1996, Merit Award, National Agriculture Relations Council Golden Arc, Employment Opportunities, US Department of Agriculture
- 1996, Merit Award, Admissions Marketing Report 11th Annual Advertising Awards, Power Undergraduate Campaign, College of Family and Consumer Sciences, Purdue
- 1996, Merit Award, Admissions Marketing Report 11th Annual Advertising Awards, Math Undergraduate Brochure, Purdue University
- 1995, Gold Medal Award, National CASE Circle of Excellence Awards, Logo, Purdue Alumni Association
- 1995, Gold Medal Award, National CASE Circle of Excellence Awards, Young Graduate Campaign, College of Family and Consumer Services, Purdue University
- 1995, Gold Medal Award National CASE Circle of Excellence Awards, for Residence Halls Reapplication Campaign, Purdue University
- 1995, Silver Medal Award, Admissions Marketing Report 10th Annual Advertising Awards for Juniors Search Brochure, Office of Admissions, Purdue University
- 1995, Merit Award, Admissions Marketing Report 10th Annual Advertising Awards for Residence Halls CARE Campaign, Purdue University
- 1995, Merit Award, Admissions Marketing Report 10th Annual Advertising Awards, Student Recruitment Poster, Purdue University
- 1995, Award of Excellence, University and College Designer Association (UCDA) National Annual Competition and Show, Young Graduate Campaign, College of Family and Consumer Sciences, Purdue University
- 1995, Addy, American Marketing Association, Lafayette Chapter, United Way Campaign, Purdue University
- 1995, Award of Merit, Potlatch Paper National Competition, President's Annual Report. Purdue University
- 1995, Best of Category, Indianapolis Club of Printing House Craftsmen Gallery of Superb Printing, President's Annual Report, Purdue University
- 1995, Distinguished Achievement, Indianapolis Club of Printing House Craftsmen Gallery of Superb Printing, Horticulture Brochure, Purdue University
- 1995, Distinguished Achievement, Indianapolis Club of Printing House Craftsmen Gallery of Superb Printing, Residence Halls Poster, Purdue University

- 1994, Best of Show, American Marketing Association, Lafayette Chapter, Black Cultural Center Brochure, Purdue University
- 1994, Addy, American Marketing Association, Lafayette Chapter, Jazz Poster, Purdue Convocations
- 1994, Addy, American Marketing Association, Lafayette Chapter, Horticulture Brochure, Purdue University
- 1994, Silver Medal Award, National CASE Circle of Excellence Awards, Residence Halls CARE Campaign, Purdue University
- 1993, Award of Excellence, UCDA National Awards, Admissions Application, Purdue University
- 1993, Award of Excellence, UCDA National Awards, Black Cultural Center Brochure, Purdue University
- 1991, Book Award of Excellence, Multicultural Publishers Exchange, Book Jacket Design

## **8. CORPORATE JURIED EXHIBITIONS**

- 1995, Mead Top 60 Competition, The Mead Corporation, Dayton, Ohio  
This competition is one of the oldest and most prestigious contests in the graphic design and printing industries. The design for Purdue University School of Consumer and Family Sciences, Young Graduate Campaign, was one of 60 selected from more than 600 entries published in the Mead Top 60 Annual and that became part of an international traveling exhibition.

## **9. EXTENSION, SERVICE AND UNIVERSITY OUTREACH ACTIVITIES**

### **a. Internal Service**

- (1) 2006-Present, Advisor, IU Integrated Image Policy Committee
- (2) 2005-Present, Member, IU Integrated Image Steering Committee
- (3) 2003-Present, Member, Enrollment Management Group
- (4) 2003-Present, Member and Convenor, Enrollment Marketing Group
- (5) 2000-Present, Member, IU Publications Review Committee
- (6) 1999-Present, Member, IU System-wide Marketers Group
- (7) 1999-Present, Member, IUPUI Crisis Management Team
- (8) 1999-Present, Member/Convenor, IUPUI External Affairs Coordinating Council
- (9) 1999-Present, Member, Purdue System-wide Marketers Group
- (10) 1999-Present, Member, IUPUI Enrollment Management Group
- (11) 1998-Present, IUPUI Representative, IU System-wide Marketing Committee
- (12) 1998-Present, IUPUI Representative, Purdue System-wide Marketing Committee
- (13) 2007, Member, IUPUI Director of Admissions Search Committee
- (14) 2002-2003, Member, University College Campus Manual Committee
- (15) 2002-2003, Member, University College Identity Communications Committee
- (16) 2002, Member, IUPUI Executive Vice Chancellor Review Committee
- (17) 2002, Marketing Chair, IUPUI Basketball Tip-off Luncheon Committee
- (18) 2002, Member, University College Communications Advisory Committee
- (19) 2001, Member, Explore IUPUI Steering Committee
- (20) 2001, Chair and member, Explore IUPUI Marketing Committee

- (21) 2000, Appointed to Chancellor's Cabinet for six months in absence of Vice Chancellor for External Affairs

b. External Service

- (1) 2001-Present, Member, American Marketing Association of America
- (2) 1996-Present, Member, Council for the Advancement and Support of Education
- (3) 1996-Present, Member, Lafayette, Indiana, Chapter, American Association of Marketing Professionals
- (4) 2007, Member, Mid-Continent Conference Renaming Committee
- (5) 2000, Stanley K. Lacy Committee, nominated as member
- (6) 1998, Member, Art Directors Society of Indianapolis

c. External Outreach

- (1) 2008, Represented IUPUI for exterior signage program for campus and Indiana University Medical Center, resulting in development of a visitor experience master plan
- (2) 1997- Present, Judge for National CASE Circle of Excellence Awards Competition, various categories
- (3) 2003, IUPUI Representative to Indiana Downtown Inc.
- (4) 1996, Purdue University Black Cultural Center, Chair of the Marketing and Communications Fundraising Subcommittee. Developed marketing phase, direction and identity for \$3-million campaign to fund new center
- (5) 1996, U.S. Department of Agriculture, creative director and advisor for web page on employment opportunities for college graduates
- (6) 1996, Workshop Leader, *Development and Production of Effective Newsletters*
- (7) 1995, Member, Greater United Way of Lafayette Print Materials Committee
- (8) 1989-1992, motivational speaker to inner city high schools and community groups
- (9) 1989, Selected for *Outstanding Young Men of America*

d. Speaking Engagements

- (1) 2004, Building the IUPUI Brand-AIGA, Indianapolis
- (2) 2001, IU Kelley School of Business freshman marketing class, *Ideologies of Placing TV, Radio and Print Advertising*
- (3) 1999, Agriculture Communication class, *Managing a Freelance Creative Career*

f. Conferences

- (1) 2005, STAMATS Teen Summit, Chicago (now attend annual webinar session)
- (2) 2004-05, Brand Management Camp, Philadelphia, PA
- (3) 1996 -2002, CASE Regional Conference, Chicago
- (4) 2002, CASE National Conference, Chicago

g. Presentations

- (1) 1999 -2002, IUPUI Marketing Plan Representative, IUPUI External Affairs Coordinating Council
- (2) 1999 -2002, IUPUI Marketing Plan representative, IUPUI External Affairs Coordinating Council
- (3) 1996, CASE Regional Conference, Chicago

