WHO WE ARE AND WHAT WE DO
OFFICE OF UNIVERSITY COMMUNICATION & MARKETING (UCM)

VICE PRESIDENT’S OFFICE—Griffin Hall, First and Third Floors

Vice President: Ann Diebold (610-519-3820; ann.diebold@villanova.edu)
Associate Vice President: Liz Walsh (610-519-7737; liz.walsh@villanova.edu)
Assistant Vice President: Christine Coleman (610-519-8767; christine.coleman@villanova.edu)
Director of Finance and Operations: Bob Mullen (610-519-4168; robert.mullen@villanova.edu)
Director of Strategic Communication: Wendy Litzke (610-519-8372; wendy.litzke@villanova.edu)
Communication Associate: Kiera Daly (610-519-3104; kiera.daly@villanova.edu)
Operations and Administrative Coordinator: vacant

CONSTITUENT PUBLICATIONS—Griffin Hall, Second and Third Floors

Director: Marian Butcher (610-519-4591; marian.butcher@villanova.edu)
- Villanova Magazine—two issues, fall and spring
- Campus Currents—daily news and events email; faculty and staff submit entries via myNOVA
- President’s Report—annual report; drops in January
- VU Neighbors—quarterly e-newsletter to University neighbors and friends, featuring news of interest and event information

(*Story ideas for the Villanova Magazine, President’s Report or VU Neighbors can be shared with marian.butcher@villanova.edu.)

CREATIVE SERVICES—Falvey Memorial Library, Ground Floor

Director: Bernadette Dierkes (610-519-7319; bernadette.dierkes@villanova.edu)
General department contact information: 610-519-4275; for design: creatives@villanova.edu; for photography: photography@villanova.edu
- Design services (fee for service): processing of all design work for the University by in-house graphic designers, approved freelance designers or agencies of record; more information on the UCM website
- Resource for questions about visual brand guidelines, logo and related brand information
- Photography services: handling of all stock photography for the University
- Photographer vendor relationships, insurance and contracts
  - Commercial photo shoots
  - Image requests
  - Photoshelter (online photo collaboration tool)
- Contact for campus signage or outdoor banners

EXECUTIVE COMMUNICATION—Tolentine Hall, First Floor

Director: Katie Fischer (610-519-4616; katie.fischer@villanova.edu)
- Communication support (print, digital, presentations, speeches, social media, etc.) for Villanova’s Executive Council: University President, Provost and Executive Vice President
- Communication liaison for events and initiatives managed by the Office of the President, including the St. Thomas of Villanova Celebration, Commencement and the Mendel Medal
- Management and updating of the Office of the President website
- Creation of the Portable Trustee publication

MARKETING—Griffin Hall, Second Floor

Director: Peter Bickel (610-519-5218; peter.bickel@villanova.edu)
- Support undergraduate student recruitment in collaboration with the Office of Admission, including the Viewbook, Campus Guide, Travel and Outcomes brochures, Villanova Virtual Visit, prospective student portal and accepted student packet and online student recruitment in partnership with BISK and Pearson Embanet
- Support graduate student recruitment, including coordination of paid media, biannual open houses and institutional brand management, including the brand book, pocket guide, brand guidelines and IgniteChangeGoNova.com microsite
MARKETING—continued
• Maintain Villanova University homepage in collaboration with UNIT, landing pages (About, Admissions and Academics), social media web pages, and mobile app web pages
• Track annual institutional rankings and guidebook submissions
• Manage Villanova University social media accounts, including Facebook, Twitter, Instagram, LinkedIn and Snapchat
• Resource for questions regarding social media policies and social media/web analytics
• Manage vendor relationships, including with Villanova’s agency of record for media planning and buying

MEDIA RELATIONS—Geraghty Hall, First Floor
Director: Jonathan Gust (610-519-6508; jonathan.gust@villanova.edu)
• Media liaison, managing all University outreach efforts with external media (print, digital, radio and television)
• Collaborator with colleges, schools and departments across campus to develop media strategies and press materials that promote distinctive VU initiatives, programs and events
• Faculty Expert Program
• Villanova in the Media Report for University leadership
• Manager of content for Villanova home page news section and Media Room website
• Media monitoring and reporting
• Outreach with internal campus media, including The Villanovan
• Point person on issues management/crisis communications

UNIVERSITY ADVANCEMENT COMMUNICATION—Geraghty Hall, Second Floor
Director: Susan McDonnell (610-519-7892; susan.mcdonnell@villanova.edu)
• Management of advancement communications to alumni, parents, donors and friends
• Development of alumni and donor outreach campaigns; creation of content and management for all print and digital development and alumni relations communications
• Management of email outreach calendar for all University alumni communications; creation and distribution of e-newsletters, including NovaNotes, Heritage Society and Young Alumni
• Supervision of University Development and Alumni Relations webpages and social media, including Villanova University Alumni Association, Annual Giving and Villanova Athletic Fund

FINANCE and OPERATIONS—Griffin Hall, First Floor
Director: Bob Mullen (610-519-4168; robert.mullen@villanova.edu)
• UCM budget development and quarterly financial projections
• Departmental contract and vendor management
• Liaison with Human Resources; Budget, Procurement, Facilities Management, and Insurance and Risk Management offices; General Counsel; and UNIT

COLLEGE COMMUNICATIONS—Various Locations
College Communications Directors:
College of Liberal Arts and Sciences: Jennifer Schu (610-519-6252; jennifer.schu@villanova.edu)
College of Liberal Arts and Sciences Graduate Programs: vacant
Villanova School of Business: Cathy Toner (610-519-6678; cathy.toner@villanova.edu)
College of Engineering: Kim Shimer (610-519-4607; kimberly.shimer@villanova.edu)
Villanova University Charles Widger School of Law: Kate Johnston (610-519-8333; kate.johnston@villanova.edu)
College of Nursing: Ann McKenzie (610-519-6814; ann.mckenzie@villanova.edu)
College of Professional Studies: Kelly Grentz (610-519-8401; kelly.grentz@villanova.edu)

OTHER COMMUNICATIONS RESOURCES ON CAMPUS
• Wildcat Newswire: daily news and events email for students managed by the Dean of Students Office
• Events Calendar managed by UNIT
• Video production work (filming, editing, sound capabilities): Jennifer Pohlhaus, director of Multimedia Technologies, UNIT (610-519-5175; jennifer.pohlhaus@villanova.edu)
• Digital signage (throughout University buildings): Ashish Desai, assistant director of Multimedia Technologies, UNIT (610-519-7502; ashish.desai@villanova.edu)