Advancement Division – Duncan Alumni House

- Development
- Alumni Engagement
- Special Events
- University Communications/Marketing
  - 8 full-time staff members
  - Average 12 student employees
UNIVERSITY NEWS

New Today: Integrated Studies Hiring for Spring

Updated: Retirement Reception for Carol Reichler: Jan 2, 2020

Celebrate Kwanzaa-Monday, December 9th

Millersville University Receives Charter for National Honor Society

Experiential Learning and Career Management’s Internship Showcase (12/5)

Retirement Invitation for Debra Herlocker

STUDENT NEWS AND GET INVOLVED

New Today: Student Lodging, Inc. 2020 Housing Sign-Ups

SUMMER ADVENTURE IN KENYA - Info Session 12/4

Final Stretch Finals Week Activities

Orientation Leader Information Sessions
National Championship Coming to Millersville

What’s it take to put on a national championship?

High-Powered Microscope Coming Soon

December Commencement 2019

National Championship Coming to Millersville

Several fire departments, including Blue Rock Fire District, responded to the report of smoke in a residence hall on campus this morning. A fuse on the HVAC unit in a residence hall in West Village shorted out, causing smoke in the room and hallway. The building was evacuated and is currently being aired out and checked by emergency personnel. There were no injuries reported.
CBS Evening News interviewed Dr. Changfu Chang about his documentary about a young girl reuniting with her birth parents in China.

Review Magazine

- Published twice a year
- 55,000 circulation
- 36 pages
BE SOCIAL  @millersvilleu
INTERNAL “AGENCY”

- Advertising
- Marketing (top colleagues):
  - Admissions
  - Advancement
  - President’s Office
  - University community at large
- University’s brand integrity
- Website content
- Photography
- Promotional video
HOW CAN WE HELP?

- Digital Assets Available Online
  Identity Guidelines at [Millersville.edu/ucm](https://www.millersville.edu/ucm)
  - Print/Web Service Request Forms
  - Photography Services
  - Videography Services
HOW CAN WE HELP?

- Digital Assets Available Online
  - Logos
  - Email Signature
  - PowerPoint Template
HOW CAN WE HELP?

- Stationary Partnership with White Oak
  Order online at mu.gowhiteoak.com/
  ▪ Business Cards
  ▪ Letterhead
  ▪ Envelopes
MARKETING TIPS

• Dos and don’ts:
  – DO check with us if you have any questions
  – DO follow the brand guidelines
  – DO Include the Millersville wordmark on anything you promote
  – DON’T alter the logo
  – DON’T create a new logo
  – DON’T use a pirate
VIDEO CAPABILITIES

Student workers and freelance videographers

Conceptualize, shoot and edit videos for departments, president’s office, etc.

Saxby’s Internship
Click to play
HOW TO CONTACT US

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