Advancement Division

Duncan Alumni House

- Development & Alumni Engagement
  - Homecoming
  - One Day Give
  - Imagine the Possible
- University Events
  - Commencement
- University Communications & Marketing
Millersville Receives $20 Million Grant for Migrant Education Program

The Millersville University Migrant Education Program and its history are distinguished as the only grantee in higher education in Pennsylvania.

- Millersville Receives $20 Million Grant for Migrant Education Program
- Reduced Housing Costs at the 'Ville
- World Refugee Day
CBS Evening News interviewed Dr. Changfu Chang about his documentary about a young girl reuniting with her birth parents in China.

Publications

Review Magazine

- Published twice a year
- 55,000 circulation
- 36 pages
Social Media

BE SOCIAL  @millersvilleu

[Images of social media icons: Twitter, Facebook, LinkedIn, Instagram]
Design

- Advertising
- Materials for:
  - Admissions
  - Development & Alumni Engagement
  - President’s Office
  - University community at large
- Website
- Photography
- Videography
Helping Campus Partners

- Digital Assets Available Online
  Identity Guidelines at Millersville.edu/ucm
  - Print/Web Service Request Forms
  - Photography Services
  - Videography Services
Helping Campus Partners

- Digital Assets Available Online
  - Logos
  - Email Signature
  - PowerPoint Template
Helping Campus Partners

- **Stationary Partnership with White Oak**
  - Order online at [mu.gowhiteoak.com/](http://mu.gowhiteoak.com/)
  - Business Cards
  - Letterhead
  - Envelopes
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
Videography

IN-HOUSE CAPABILITIES

Student workers and freelance videographers

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

:30s University promo. Click to play
University Communications & Marketing

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Social Media @ millersvilleu