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## The Troubadour, Issue 144 (July 1, 2010)

Cardinal Stritch University

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# THE TROUBADOUR

JULY 1, 2010

ISSUE 144

## MESSAGE FROM THE PRESIDENT

### *Update on University Web sites*

As part of the overall plan to expand and enhance the University's Web presence, our main Web site, [www.stritch.edu](http://www.stritch.edu), will undergo a significant redesign. Our recruitment Web site, [www.ThisisStritch.com](http://www.ThisisStritch.com), which has been used to market our programs specifically to teenage audiences, will be folded into [Stritch.edu](http://www.stritch.edu) as part of this process.

In addition to enhancing the content and format of our Web site, we understand that many individuals and departments would like to have a larger presence on the main Web site. A process to solicit input and guide the redesign will be announced early in the fall semester. More guidelines regarding Web development at the University are available at <http://my.stritch.edu> by clicking on the Employee Info tab, then selecting Public Relations.

The redesign will create new opportunities for higher visibility and flexibility for the University community. As a result, plans that departments or individuals have to create their own Stritch Web presence should be suspended. This will allow us to proceed forward with a vision of Web needs for the University as a whole and provide consistent messaging to current and prospective students, faculty, staff, alumni and members of the community.

Thank you for your support of this important initiative!

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## ADVERTISING EXPENDITURES REQUIRE CONSULTATION WITH PR, RECRUITMENT MARKETING

In order to ensure consistency and brand adherence among all forms of marketing on behalf of the University, including advertising, departments that requested funds in their 2010-11 budgets for advertising are asked to consult with the Public Relations office and/or Tim Eilbes, director of recruitment marketing, while planning those expenditures.

Since the money the University spends annually on marketing is such an important part of building public awareness of Stritch and its programs, coordination of marketing and advertising efforts across the University is critical.

The PR office has a close working relationship with Eilbes, who plans for and manages all recruitment marketing-related expenditures. All non-recruitment related marketing efforts

should be coordinated through PR and paid for by the departments for whom advertising is created. PR is not responsible for the management or outcomes of any departments' advertising efforts.

Public Relations can ensure consistency, help identify opportunities to leverage economies of scale, and make sure that advertising efforts don't overlap in a given publication or other medium. PR also assists in the creation of marketing materials, print pieces and other communications, from concept through completion. Though a department's efforts may not always require PR involvement, it is best to inquire and share information so that proper direction can be given if appropriate.

The PR brochure, available on My Stritch (click Employee Info, then Public Relations) and by request ([predept@stritch.edu](mailto:predept@stritch.edu)) outlines general rules and timelines for the creation of marketing and other print materials such as brochures, invitations or postcards, as well as how much time is needed to write, design, edit and print them.

If you have questions about advertising or would like to initiate a project, contact Brett Kell at [bakell@stritch.edu](mailto:bakell@stritch.edu) or Tim Eilbes at [tueilbes@stritch.edu](mailto:tueilbes@stritch.edu).

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## CORRECTION

In the June 17 issue of the Troubadour included an organizational chart for Enrollment Services that accidentally omitted the name of Judith Sasso-Mason, who is a counselor in the Financial Aid office. We regret the error.

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# THE TROUBADOUR

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The Troubadour supports the overall mission, goals and objectives of Cardinal Stritch University, and is meant to serve as a communications tool for the campus community. If you have feedback or story ideas, please contact Public Relations at [prdept@stritch.edu](mailto:prdept@stritch.edu).

For complete information on University public relations, media relations and publications, please see the PR brochure, which is available in My Stritch by clicking on "Public Relations Information" in the "Other Employee Info Pages" folder under the "Employee Info" tab.



### *Looking for back issues of The Troubadour?*

Back issues of The Troubadour can be found in MyStritch. After logging in, click the "Employee Info" tab and select "Troubadour" in the left-hand column. Issues are posted in descending order by date and have brief descriptions of content. Click on the link you wish to access.