



## ITS Communications: Recent Accomplishments

It may have only been in existence for six months, but ITS Communications has made great strides towards the division goal of **providing accurate information about the services, activities, and accomplishments of ITS** to campus, state, national, and international venues. In addition to ongoing media relations, updates to clients, and internal publications, below is a listing of selected highlights from ITS Communications since its creation.

- October 2004
  - Establishment of division and goals
  - Introductions with UNC-Chapel Hill News Services and Communications
  - Secured University logo and letterhead files from University Design Services
  - Updated ITS web site to reflect reorganization of department
  - Issued Press Guidelines to ITS Staff
  - Created signs and other print support pieces for CTC Annual Retreat
  
- November 2004
  - Issued Content Management System (CMS) proposal and budget for campus CMS Collaborative
  - Created marketing materials and display for Employee Appreciation Day event
  - Issued Training and Education survey
  - Designed staff Holiday Party poster
  - Approved design for vehicle ID's
  - Submitted ITS staff members for inclusion in News Services Expert Listing
  - Joined Campus Communicators group
  
- December 2004
  - Provided marketing collateral for Student Music Preview Day; coordinated media relations for event
  - Issued Power Point template for ITS staff
  - Launched ITS biweekly newsletter, The Hub
  - Submitted initial comps for new ITS web site; created ITS site map
  - Created ITS Advisory Committee Charter template
  - Assumed Campus Mass Email policy support and content approval work
  
- January 2005
  - Provided SACS documentation support
  - Edited ITS entry in Continuing Studies Handbook
  - Conducted peer research regarding Campus Operators staffing and services
  - Posted ITS logo, letterhead, and Power Point files to ITS Communications web page
  
- February 2005
  - Creation of ITS Response Center phone book ads
  - Creation of RENC logo
  - Submitted new copy for ITS entry in Undergraduate Bulletin
  - Taught Power Point class for ITS Training and Education
  - Issued survey regarding new ITS website and customer needs
  - Organizing logistics for new ITS building groundbreaking ceremony
  
- March 2005
  - Submission of new CCI brochure copy and layout
  - Issued design for Carolina Wireless Zone posters to distribute on campus

March 2005

Networking World article

USA Today article

Gazette feature launch

Mass emails

