

# COMMUNITY RELATIONS

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Worcester State University values its connections with the greater community, which include partnerships with numerous individuals and organizations. The professional staff participates in events sponsored by the Commonwealth of Massachusetts, the City of Worcester, and the local Chamber of Commerce; hosts conferences, legislative meetings, and community breakfasts; sponsors seminars, lectures, and workshops; and supports a variety of initiatives in the arts and multi-cultural events. Worcester State University's calendar includes numerous programs and events to which the public is welcomed.

The Office of University Advancement is responsible for fund development and alumni relations. Annually, the office coordinates a number of special activities for Worcester State University alumni including Reunion Weekend, Homecoming, and chapter events. Fundraising campaigns provide an array of benefits and services to current students, alumni, and friends. Contributions are used primarily for scholarships, academic awards, laboratory and classroom equipment, educational seminars, faculty research grants, and other support services to promote quality education. The office publishes a donor newsletter, manages an online alumni community, and works in partnership with both Marketing and Campus Communications to produce the *Worcester Statement*.

## Campus Communications

The Assistant Vice President for Communications and Marketing handles media and public relations, as well as strategic communications. As chief spokesperson for the University, this individual seeks to raise the visibility and profile of the institution with the media and other key audiences. Working with the Marketing Office to edit and produce the on-line publication eNews, this individual highlights the accomplishments of faculty, staff, and students, and communicates campus news.

## Marketing

The Marketing Office works collaboratively with campus clients to promote Worcester State University as a distinguished public university. Worcester State University's marketing team provides integrated marketing campaigns that include strategic brainstorming, editorial content and creative services for the University's website, publications, advertising, digital marketing and social media. The goal is for each campaign to reflect WSU's high quality, value and pride while communicating the University's story in an engaging and visual manner.