

# 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.

## Campus Communications and Marketing

The Office of Communications and Marketing (MARCOM) handles strategic communications, media and public relations, and serves as the chief spokesperson for the University. The office works closely with other administrative departments to disseminate campus-wide notifications, and invitations to the President's Campus Conversations, a periodic open forum to share updates and to dialogue with the campus community on specific topics important to students, faculty and staff.

The University's marketing team supports integrated marketing campaigns to engage the public and to distinguish Worcester State as the premier public university in Central Massachusetts. Updates to the University's website, advertising, print and digital marketing presence, videography and social media are under their charge. They work closely with the Office of Publications and Printing for consistency in brand management standards for design, print and large-format printing services of the university.

## University Advancement

The Office of University Advancement is responsible for fundraising to support the university's mission, donor relations, and alumni relations. A number of special events and activities are coordinated annually for Worcester State University alumni including Reunion Weekend, Homecoming, and chapter events. Fundraising campaigns provide an array of benefits and services to current students, faculty, and the entire university community. Contributions are used primarily for scholarships, academic awards, laboratory and classroom equipment, educational seminars, faculty research grants, and other support services to retain and promote students on their educational journey. The office publishes an annual donor report and monthly alumni newsletter, manages an online alumni community, and works in partnership with the Office of Communications and Marketing to produce the *Worcester Statement*.