



Western Michigan University
ScholarWorks at WMU

WMU President Edward Montgomery

Office of the President

3-8-2018

Announcement of a VP of Marketing and Strategic Communication

Edward Montgomery
Western Michigan University, edward.montgomery@wmich.edu

Follow this and additional works at: <https://scholarworks.wmich.edu/montgomery>



Part of the Higher Education Administration Commons

WMU ScholarWorks Citation

Montgomery, Edward, "Announcement of a VP of Marketing and Strategic Communication" (2018). *WMU President Edward Montgomery*. 9.
<https://scholarworks.wmich.edu/montgomery/9>

This Message to the University is brought to you for free and open access by the Office of the President at ScholarWorks at WMU. It has been accepted for inclusion in WMU President Edward Montgomery by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.



March 8, 2018

Announcement of a VP of marketing and strategic communication

Dear Colleagues,

Today, I am pleased to announce a national search is underway for a vice president for marketing and strategic communication. I have asked Dr. Ed Martini, professor of history and associate dean of Extended University Programs, to chair the search advisory committee, which includes broad expertise from both on and off campus. The committee is tasked with an aggressive timeline and will bring finalists to campus before the end of the semester.

This new position will lead the Office of University Relations and work collaboratively with all University entities to fully integrate and advance institutional marketing, branding and communication efforts, both internally and externally.

We want to hear from you! Two insight sessions are scheduled for next week, offering you the opportunity to provide feedback on qualities we need in our new vice president. The sessions will be held in **204 Bernhard Center Thursday, March 15, from 9 to 10:30 a.m. and 3:30 to 5 p.m.** We value your input and hope you can engage in one of the sessions. [Insight is also being collected through an online form.](#)

In addition, I am personally asking you to share the job posting with your colleagues and others from across the country. We are looking for a wide, inclusive and diverse pool of candidates. [More information can be found at the website.](#)

Please direct any questions about the search to Dr. Martini at edwin.martini@wmich.edu.

Cheryl Roland recently announced her intention to retire later this spring. We owe her a debt of gratitude for her years of exceptional service. Cheryl's skill, knowledge and dedication have been at the core of university relations through thick and thin. Her leadership will be deeply missed. Greg Rosine will continue as vice president for Government Affairs while assisting the new vice president for marketing and strategic communication with both transition and onboarding. Greg's continued stewardship is valued.

Again, thank you for all you do to make WMU the University of Choice. With all of us working together, our future is truly brighter than ever.

Warmest regards,

Ed Montgomery
President