

Connections with VP/Dean Orr
May 23, 2008

Library and ITS Colleagues,

During my first year of service at Baylor University I have enjoyed working alongside each of you and have learned a great deal about how our organizations function to accomplish amazing things. As I have watched us work together it has become increasingly apparent to me that we would benefit from a centralized function that coordinates marketing and communication efforts for both Information Technology and the University Libraries. To address this need I am establishing a new Office of Communications and Marketing, which will be under my direct supervision.

I have selected Carl Flynn to lead this new office, serving in the role of Director of Communications and Marketing for University Libraries and ITS. Carl has worked in our Electronic Library for the past two years and has coordinated many publicity and communications efforts as part of, and often outside of, his assigned duties. Carl holds a bachelor's degree in public relations from Pepperdine University, a Master of Divinity degree from Pepperdine, and a Master of Arts degree in Religion from Baylor University. During his graduate studies at Baylor, Carl worked with ITS both as a graduate assistant and as Assistant Coordinator of ResNet. He left Baylor in 2001 to serve on the faculty of Pepperdine University as a Visiting Lecturer in Religion for three years. Before returning to Baylor in 2006, Carl managed OneStop, the student administrative services office of Pepperdine University. Carl brings a broad range of marketing and communications experiences to his new role.

The Office of Communications and Marketing will support the efforts of ITS and University Libraries as they strive to strengthen relationships both inside and outside of the University. This office will serve as a central point of contact for the variety of media outlets that regularly contact us for news and information about ITS and the University Libraries. Additionally, this office will serve as liaison for the University's ongoing sustainability efforts.

These changes will go into effect immediately, but Carl will initially use 25% of his time to establish this new office and will continue to devote a majority of his time to the Electronic Library so that he can complete critical projects while we hire and train his successor. Carl will work with each director in our libraries and ITS, Library Council, the Library Advancement Office and John Wilson as we build a comprehensive plan that will guide our marketing and communication efforts. Carl and I will provide updates as we move through the process.

I hope that this streamlined and purposed approach to our marketing and communication will serve us well in the years to come.

Pattie