Office of Marketing Communications

Profile, October 2015

The Office of Marketing Communications (OMC) was launched in April 2011 by President Stephen A. Privett, S.J. in response to a recommendation from the Branding Work Group, a broadly representative campus task force.

OMC’s mission: *Lead the charge to heighten the visibility and strengthen the reputation of the university while building campus-wide consistency and effectiveness in the messaging and design of marketing communications.*

Fr. Privett appointed Dave Macmillan, formerly Vice President for Advancement as OMC’s first Vice President. Together they recruited the Communications Steering Committee - experts from industry and the faculty to oversee OMC.

Building on the strengths of the existing staff in publications, media relations and public affairs, new staff were added in creative services and client management. OMC’s clients currently include USF’s five schools and four branch campuses, Strategic Enrollment Management, Development and Alumni Engagement, Centers and Institutes, Athletics, On-line Education, Student Life, and Human Resources.

Selected achievements since OMC’s founding include the following:
- A re-branding was launched with a new visual identity and tag-line: *Change the World from Here.* (August 2011)
- The Higher Standard Campaign, an out-of-home advertising campaign to raise the university’s visibility in downtown San Francisco, was launched. The campaign ran five flights of two months each in April 2012, September 2012, April 2013, September 2013 and April 2014.
- A brand communications audit was conducted by nationally recognized consultants Lipman Hearne. USF’s messaging platform, communications consistency and effectiveness in print, web, social media and campus signage were evaluated. (Spring 2013)
- Web Services, previously part of Academic Services, joined OMC. (2013)
- Funding was received to expand OMC’s “Internal Creative Agency” by adding a creative director, photographer, multi-media producer and senior copywriter. (June 2015)
- An internally designed web intranet, myUSF, and a marketing website targeting prospective students, alumni and donors were launched. (2015)
The OMC team now totals 35 full-time staff, two part-time staff, and 16 student-interns in these departments:

- Client Management
- Content Management/Writing
- Media Relations
- Multimedia
- Public Affairs
- Visual Design
- Web and Digital Communications (includes Social Media)
- Vice President’s Office