



MONEY & MESSAGING

GET THE WORD OUT & RAISE THE FUNDS YOU NEED

AN INTRODUCTION TO THE TEAM

THE AGENDA

Overview

How you will benefit

The Money: Get the funds you need

The Messaging: Reach your audiences the right way

Questions

THE TEAM

MONEY + MESSAGING



TRACY ASHLEY

**DIRECTOR OF
DEVELOPMENT**



BELINDA BAKER

**COMMUNICATIONS &
MARKETING
COORDINATOR**



DORIS SHADOUH

**DIGITAL
COMMUNICATIONS
AND MARKETING
MANAGER**



MICHELLE SHONK

**CSSA PRESIDENT &
MEDIA MANAGER**



MOHAMED SALIH

WEB DEVELOPER



BOB FLYNN

**COMMUNICATIONS
AND MARKETING
COPYWRITER**



JIM WORTHEY

**THEATER MANAGER
PRESS PLAY PRODUCER**



**DIGITAL
COMMUNICATIONS
AND MARKETING
MANAGER**

Phone: 757-825-3570

Email: shadouhd@tncc.edu

DORIS D. SHADOUH

HOW I CAN HELP YOU

1 Develop a paid/organic digital strategy to help promote your programs/events

2 Creation and development of social media channels for your department

3 Determine the most effective way to distribute current content on digital platforms.

4 Create website layout and design options

5 Oversees website and graphics requests



**COMMUNICATIONS &
MARKETING
COORDINATOR**

Phone: 757-825-3612

Email: bakerb@tncc.edu

BELINDA BAKER

HOW I CAN HELP YOU

1

Prepare Weekly Navigator (emailed each Monday) as well as Student and Community navigators (emailed the first of each month)

2

Receive important supervisor-approved announcements to share via college-wide email

3

Arrange media interviews with students and College personnel to effect free publicity about newsworthy events, activities and etc.

4

Share news releases (internally and externally) about interesting events, activities, course offerings, students and College personnel



WEB DEVELOPER

Phone: 757-825-3449

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MOHAMEDSAIED SALIH

HOW I CAN HELP YOU

1

Building and customizing themes, sites, pages and forms

2

Perform content updates and system maintenance.

3

Report and analyze web traffic to improve SEO.

4

Keep the website visually consistent and accessible.

5

Train and assist content creators & editors.



**CSSA PRESIDENT &
MEDIA MANAGER**

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MICHELLE SHONK

HOW I CAN HELP YOU

1 Graphic Design

2 Graphic Design Consultation

3 Printing Consultation

4 College Paper and Paper
Consultation

5 Branding and Communication
Strategy



BOB FLYNN

HOW I CAN HELP YOU

**COMMUNICATIONS
AND MARKETING
COPYWRITER**

Phone: 757-825-2994

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1

Getting the word out about your current and past students, your programs, and what is going on in your classes through storytelling

2

Connecting you to local media if you need your message to reach a wider audience.

3

Creating podcasts to promote your students, past and present, and your programs.



**THEATER MANAGER,
MTCA
PRODUCER, PRESS
PLAY VIRTUAL EVENTS
AND PODCAST STUDIO**

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JIM WORTHEY

HOW I CAN HELP YOU

1 Help you develop a podcast that highlights your class, students, staff, or organization

2 Co-host your podcast (as needed) with you, your students, or your team so nobody feels like they're at the mic alone

3 Produce and edit your podcast to give it a rich sound and clean running time

4 Teach you, your students, or your team how to use our audio editing software to create a richer podcast experience



**DIRECTOR OF
DEVELOPMENT**

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TRACY ASHLEY

HOW I CAN HELP YOU

1 Communicate funding needs to development director

2 Provide a case for need

3 Plan for spending money

4 Assist stewardship of donor

5 Assign project manager

RESOURCES

Branding Guidelines and Logos

tncc.edu/brand-guidelines

News Stories

www.tncc.edu/news

Podcast

<https://www.tncc.edu/news>

Foundation Resources

<https://tncc.edu/foundation/resources>

What's Next?

Media Matters: Belinda Baker and Bob Flynn

Q & A Session: Ask Questions Online

Download Presentation Online

WWW.TNCC.EDU/MONEYANDMESSAGING



Questions

