Communications and Marketing in the College of Natural Resources

Welcome to the College of Natural Resources! Below are a few highlights about communications and marketing in the college. Please feel free to reach out to us anytime!

College of Natural Resources marketing and communications team is:
- Sarah Corica, Director of Marketing and Communications
- Brittany Sweeney, Marketing and Communications Specialist, does writing and basic design
- Christina Boodee, Social Media Specialist, manages college-level social media channels
- Kristen Faber, Web Manager in I/T, helps with faculty websites and general web requests through CNR_help@ncsu.edu

We manage the college’s:
- Branding and messaging
- Website
- News blog
- Monthly newsletter to alumni, friends, donors, and faculty/staff
- Social media channels
- Billboard slides for TVs

A variety of communication tools are available on the internal Faculty and Staff Resource site linked from the footer of the college’s website, including:
- Branding guidelines and downloadable assets for external communications:
  - Logos
  - Letterhead
  - Business cards
  - PowerPoint templates
  - Flyer templates
- Request for a digital billboard slide
- Research or award announcements form
- Contact for events calendar additions

We are always looking for content! We’d love to hear about:
- Research results
- Impact of your work on the community or industry
- Interdisciplinary or multi-institutional collaborations
- Work taking place under the college’s three interdisciplinary themes
- Field work with undergraduate or graduate students
- Travel for research or outreach
- Students involved in interesting projects
- Any activities that might have visual appeal for photography or video
- Any media articles you are quoted or your work is featured
Media/news services and press releases are primarily managed at the university level
- D'lyn Ford is the contact in University News Services for our college
- The university is interested exclusively in research results
- Email Sarah and D'Lyn when you have research results
- Let us know EARLY if you expect to be published even if there is an embargo (we won't violate it!)
- Media training is available, including on-camera training-- let me know if you are interested

Helpful links:
- College directory: [https://cnr.ncsu.edu/directory/](https://cnr.ncsu.edu/directory/)
- College news site: [https://cnr.ncsu.edu/news/](https://cnr.ncsu.edu/news/)
- Communication resources on the internal Faculty and Staff Resources site: [https://cnr.ncsu.edu/internalresources/communications/](https://cnr.ncsu.edu/internalresources/communications/)

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