

Subject: College of Sciences Monday Matters: Communication is Key
Date: Sunday, September 13, 2020 at 12:53:03 PM Eastern Daylight Time
From: Dodge, Gail
To: Dodge, Gail
CC: Whitfield, Tiffany L.
Priority: High
Attachments: image001.png, image002.jpg, image003.jpg, image004.jpg

Dear Colleagues:

One year ago Tiffany Whitfield joined the college as our Strategic Communications and Marketing Coordinator. I wanted to focus today's "Monday Matters" message on what she has been doing to grow our presence regionally and globally.

Social Media:

The COS has 3 social media accounts and we'd like to continue to grow followers on all platforms. Tiffany and her student workers post **Monday through Friday** each and every week. She would strongly encourage you to follow all of the COS platforms as well as your department social media platforms.

Take some time to "like" and "follow" the pages below:

Facebook <https://www.facebook.com/ODUSCI>

Instagram <https://www.instagram.com/odusci/>

Twitter <https://twitter.com/ODUSCI>

YouTube: https://www.youtube.com/channel/UCwQZa6tov87Cz7Tw2uaFtIQ/videos?view=0&sort=dd&shelf_id=1&view_as=subscriber

As soon as Tiffany arrived last fall she created a YouTube channel for the COS. When you go to the channel you'll see videos that showcase undergraduates, graduates and faculty from all seven departments. Also, there is a recruitment video "Discover Monarch Science" https://www.youtube.com/watch?v=_O4NRK06WIk&t=2s that you can use as you see fit to attract students to the COS. Please subscribe to the YouTube channel because new videos are posted on a monthly basis.

News stories on the COS website:

Tiffany writes stories about undergraduates, graduate students, faculty and alumni that center around **research**. Every week new news stories are posted on the COS webpage <https://www.odu.edu/sci> and on the ODU homepage. If you have story ideas about students or about your research email Tiffany (tlwhitfi@odu.edu). Send her a few sentences or a page about the topic. Please don't send her an abstract because that's not useful. She highlights all seven departments monthly, and promotes those stories on all of the COS social media platforms (Facebook, Twitter, Instagram).

Monarch Observer: COS Newsletter:

There have been 5 editions of the "Monarch Observer" and they are posted online at <https://www.odu.edu/sci/newsletter>. They are sent out to the college and to alumni via email. If you have things you want to communicate to that audience let Tiffany know.

Updating websites:

If you haven't updated your department pages in a while, please contact Tiffany so she can help get the ball rolling to make updates and new designs on the pages. Please see Tiffany's contact information below.

Over the coming year we will continue to emphasize communication, both internal and external. We need to

use all the platforms available to us to showcase the incredible research and learning that is taking place in the College of Sciences at Old Dominion University!

Best Regards,
Gail

Gail Dodge
Dean, College of Sciences
Old Dominion University
gdodge@odu.edu
757-683-3432

Tiffany Whitfield
Strategic Communications and Marketing Coordinator
College of Sciences
O: (757) 683-5826
tlwhitfi@odu.edu

