



Communications and Marketing

2006 Annual Report

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Table of Contents

Executive Summary	1
Activities Summary	3
Public and Media Relations	4
Media Relations Summary	4
Significant Topics and Public Relations Initiatives	4
Faculty in Major Media—Highlights	7
Media Visits/PR Initiatives	7
Articles	8
Broadcast Media	8
Communications and Marketing Projects	9
Publications/Products	9
Major Project Highlights	14
Web Communications and Marketing	16
Web Communications and Impacts	16
Special Events and Other Marketing-related Activities	17
Service and Engagement Activities	18
Training and Presentations	18
Committee Work	18
Professional Development	19
Challenges	20
Appendix: Educational and Marketing Materials	i

Executive Summary

The Office of Communications and Marketing looks back on another very productive year and continues to support the college's strategic focus areas and missions through all of its quality initiatives and products. This summary provides a *brief, highly selective* glance at the unit's successes and is followed by an in-depth description of the unit's comprehensive branded communications and marketing initiatives that occurred during the 2006 calendar year (CY2006).

Media Coverage and Impact

The news release output from the college's Communications and Marketing unit during 2006 amounted to 71 releases. Through releases combined with our faculty's media efforts, the college received significant media attention at the state and national levels. University Relations has lauded our team on several occasions for our targeted strategic media plan and its successful implementation.

Media Types

Major media outlets that referenced the college include the Associated Press, EurekAlert (an online science news site), MSNBC.com, Science Daily, Dateline NBC, the Washington Post, and other national and state media. State and local media also covered our missions well for the majority of projects. Many of the news releases were an integral strategic part of public relations projects, which were expertly covered by the unit as well. Our unit also closely collaborates with the University Visual and Broadcast Communications unit on the creation of video and radio news releases. In addition to news media, Web blogs also increasingly reference the college and our faculty, but we have not incorporated these hits in our tracking efforts so far.

Marketing and Communications Materials

The group produced a total of 280 marketing and communications materials in 2006, which were tailored to the individual audience needs and reflect the university's and college's branding and marketing standards. Products range from educational publications to exhibits, newsletters, brochures, and others, and include many products with a strong marketing focus.

The unit's quality and excellent work has been recognized by the university, college, Virginia Press Women, and the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE), the national professional organization.

- College's Staff Award for Excellence – Linda Burcham, Extension communications manager
- University's President's Award for Excellence – Linda Burcham, Extension communications manager
- Virginia Press Women association first-place award – public service campaign about Asian Soybean Rust for Mary Ann Johnson, writer

- Virginia Press Women association honorable mention – news release about how neighborhoods contribute to healthy lifestyles – Mary Ann Johnson, writer
- ACE silver award for newsletters – nutritional wellness newsletter series “Smart Choices for Young Families;” team members:
 - Christopher Cox, graphic designer
 - Nancy Templeman, editor
- ACE bronze award for website design the college’s redesigned website, a joint project with AHNR-IT staff; team members:
 - Linda Burcham, Extension communications manager
 - Tim FisherPoff, graphic designer
 - Lori Greiner, college communications manager
 - Sarah Kelly, applications developer (AHNR-IT)
 - Elaine Oliver, Web designer (formerly AHNR-IT)
 - Tracy Price, Web publisher (formerly AHNR-IT)
 - Nancy Templeman, editor
- ACE bronze award for technical publication “Mid-Atlantic Guide to Pests and Beneficials of Corn, Soybean, and Small Grains;” team members:
 - Linda Burcham, Extension communications manager
 - Tim FisherPoff, graphic designer

While the products output has been tracked in the categories of marketing and educational/communications materials, this strict division is misleading, as twenty-seven percent of the materials produced last year have a clear marketing purpose. We must not forget, however, that all of our products reach the public and as such reflect on and thus market the organization. We take pride in our high-quality standard for all products we put out and are fully aware of the marketing power of all efforts – regardless of their delivery medium. Collaborators have consistently commended the group for the outstanding quality and creative work it puts out.

e-Communications Impacts

The importance of Web and other electronic communications outlets continue to increase dramatically each year. The College website remains a strong component of how we reach our audiences; it received a total of 1.6 million hits during CY2006. This figure amounts to approximately 4,488 hits/day. The Virginia Cooperative Extension website is the organization’s most popular site with a total of 19 million hits in 2006 (an increase of 25 percent over the 15 million visits in 2005) and is as such visited by close to 53,000 Web users daily. In comparison, the university’s website averages 10,400 visits per day or approximately 3.7 million visits in 2006.

Training and Outreach

Other unit impacts involve formal and informal training to ensure consistent message delivery at all levels of the organization; PR efforts; and special events activities, during which the college is presented in the best light in accordance with its key strategic program areas and the university brand.

Activities Summary

The following table provides a snapshot of the unit's key activities in a quantitative light only.

Category	Produced
Media releases generated by college staff	71
Communications and marketing materials total	280
CALS	44
VAES	3
VSU	0
VCE/ANR	90
VCE/FCS	65
VCE/4-H	47
VCE/CV	5
VCE/Admin	26
Total	351

Public and Media Relations

Media Relations Summary

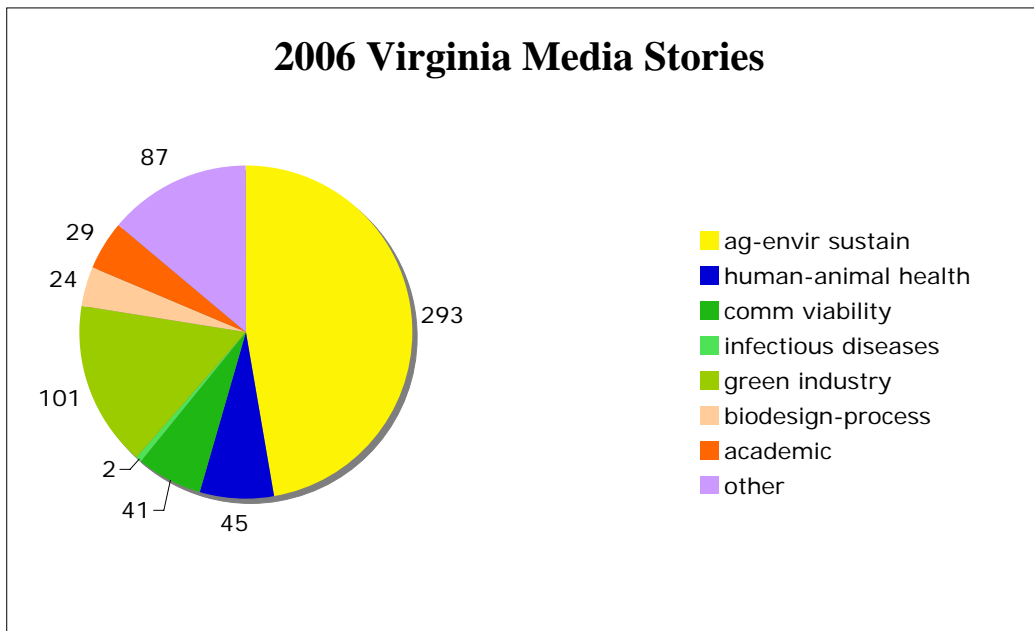
During the CY2006, a total of 71 news releases were created by unit staff and sent through the university's News Bureau. These media releases are an integral part of our strategic communications efforts and focus on the college's strategic program areas and the university brand.

Additional media coverage was created by faculty and staff interviews, which contributed to the college's overall success with the media. Due to the limited data provided by online clipping services, the only source for this data used by the university, we rely heavily on the faculty to feed information on media hits back to us.

The college's total traceable impact in the media during the CY2006 amounted to 622 hits. This figure provides a partial picture of the college's media success and is based on the data available to the College's Communications and Marketing office.

Significant Topics and Public Relations Initiatives

The following chart illustrates media hits by key program areas during the January through December 2006 time period, which are highlighted in the following text.



- **Researchers developing higher quality, disease-resistant wheat varieties:**
 - Coordinated with the USDA's announcement.
 - Picked up by **Southeast Farm Press, EurekAlert**, Virginia News Wire, Collegiate Times, and Roanoke Times.
- **Ethanol Process Research:**
 - A release was distributed about Dr. Zhang's ethanol research, which received a **tremendous amount of coverage**.
 - **It was the most popular Virginia Tech topic on EurekAlert in 2006.**
- **America's Anniversary Garden (AAG):**
 - Covered by Richmond Times Dispatch, Virginian-Pilot, and Daily Press.
 - Featured in Jamestown 2007 materials and on numerous green industry websites.
 - The AAG planting in front of Burruss Hall was covered by WAVY-10, WSLS-10, **American Farm**, and NRVToday.com.
- **Gardening topics:**
 - Combined, these topics led in hits over the summer in state media. Our experts continue to be sought after for their gardening knowledge.
- **Virginia Women in Agriculture Conference:**
 - Local and state coverage including WHSV-TV, On the Farm Radio, Lancaster Farming, and Staunton News-Leader.
 - Follow-up story published in **Virginia Business Magazine**.
- **Cash hay and Virginia's equine industry topic of forage conferences:**
 - Coverage by local and agricultural media including Southeast Farm Press, Hampton Roads News, WAVY-10, and On the Farm Radio.
- **Soybean Rust Monitoring Efforts:**
 - Monitoring Efforts Covered in agricultural trade press by at least 14 media outlets, including **United Press International**, Southeast Farm Press, and Stop Soybean Rust News.
 - The October news release on soybean rust detection in eastern Virginia was covered widely after media in eastern part of the state were personally contacted. **Each reporter contacted either covered the story or picked it up from another source.**
 - **Received significant trade press and national coverage on crop websites.**
- **Huckleberry Trail expansion to begin in March:**
 - Published in Roanoke Times Current section and Collegiate Times.
- **High Pressure Processing Laboratory:**
 - Feature story in the Roanoke Times Current.

- **Aquaculture seminar in Saltville:**
 - Regional coverage including Saltville Progress and Bristol Herald-Courier, mentioned on **WVTF public radio**, which reaches 1/3 of Virginia, parts of North Carolina and Tennessee.
- **Peggy Lee Hahn Pavilion Dedication and Garden Gala:**
 - Good attendance at the dedication event garnered publicity for pavilion and horticultural garden.
 - Article in Roanoke Times Current, event covered by WDBJ-7 and NRVToday.com.
- **\$2.5 Million Chesapeake Bay Grants:**
 - Promoted and participated in press conference in Harrisonburg to highlight the three Virginia projects funded by the National Fish and Wildlife Foundation, the U.S. Environmental Protection Agency, and Chesapeake Bay Trust.
 - Coverage by local television and newspapers, as well as On the Farm Radio, the Virginia Farm Bureau, and the **American Farm Bureau**.
- **Strawberry Genome Research:**
 - VBI put out a news release on their strawberry genome research, referencing Dr. Nowak. **Excellent coverage** in multiple science-related publications and websites **nationally and internationally**.
- **Worsham Field Turf Project:**
 - Pitched to several media outlets and covered regionally.
 - Front-page lead story in the Roanoke Times.
 - Covered by WSLs-10, Collegiate Times, **Yahoo! Sports and CSTV.com (CBS)**.
- **Latham Hall Dedication:**
 - Pitched to local and statewide media.
 - Covered by WSLs-10, WSET-13, the Collegiate Times, and Planet Blacksburg.
 - Promoted research projects in the building to gain additional coverage.
- **100-Mile Diet Study:**
 - Covered by **Richmond Times-Dispatch**, WDBJ-7, and Collegiate Times.
- **Rare “Stinky” Plant:**
 - Release generated by College of Science, received national coverage. College mentioned as having one of these plants on campus.
- **Blue Ridge Aquaculture Groundbreaking:**
 - Significant coverage, especially from **Southside Virginia media**.
 - Interest from trade press about the partnership.

Faculty in Major Media—Highlights

- **Tom Broyles**, agricultural and Extension education, was quoted in several articles posted on **KansasCity.com**, **enidnews.com (Oklahoma)**, and Virginia Farm Bureau News about agricultural education teachers.
- **Eric Day**, insect identification laboratory, was quoted in several in-state media including the **Washington Post**, about the lady beetle invasion.
- **Dennis Dean**, director of the Fralin Biotechnology Center, was mentioned in an article in **Science Daily** about his nitrogen fixation work.
- **Megan Gardner**, VCE, Middlesex County, was quoted in several **Washington Post** articles about tomatoes.
- **Mike Goatley**, turfgrass Extension specialist, was quoted in an article in the **Washington Post** about turfgrass business expansion.
- **Scott Greiner**, animal and poultry sciences, commented on the record livestock production in “Virginia on Ag Day,” a **nationally syndicated radio show**.
- **Joe Marcy**, human nutrition, foods, and exercise, was quoted in the **Sacramento Bee**.
- **Tim McCoy**, research specialist in entomology, was quoted in a **Washington Post** article about lightning bugs. The story was picked up by the **Associated Press** and received multiple hits.
- **Dini Miller**, entomology, was featured in a segment about bedbugs on **Dateline NBC**; quoted on an urban legend about termite-infested mulch from Louisiana in several papers, including the **Chicago Tribune**; and was featured in a DuPont Professional Products Livecast.
- **Janet Rankin**, human nutrition, foods, and exercise, was featured in an article on **MSNBC.com**.
- **Alex White**, instructor of agricultural and applied economics, was quoted in an article in the **Washington Post** about farm subsidies. The article was picked up by other **media nationally and internationally**.
- **Percival Zhang**, biological systems engineering, was featured as one of 2006’s best and brightest in the December issue of **Esquire magazine**.

Media Visits/PR Initiatives

- We established virtual visits, quarterly conference calls, with the communications group at the Virginia Farm Bureau to pitch stories and coordinate efforts.

- Counseled various units on crisis communications strategies in response to various crises across the organization.
- Convened the College Editorial Board with representation from all units across the organization to ensure wide feedback to our communications and marketing efforts as well as consistent messaging at all levels.

Articles

- "Turning Assets into Opportunities - One Community at a Time" - *Outreach Now* (Summer 2006) [Lori Greiner]
- "Virginia's Blooming Red, White and Blue" - *Virginia Tech Magazine* (Summer 2006) [Lori Greiner]
- "¿Horticultura? How the marriage of diversity education and the green industry produced anything but an odd couple" – *The Conductor* (November 2006) [Michael Sutphin]
- Rebuttal to the Jefferson Institute's report that called for cutting state support for VCE [K. Roan]
- Rebuttal to article in Orange City paper that took stance against 4-H's helmet rule in equestrian program [K. Roan]

Broadcast Media

Radio:

SoundLine consists of "sound bites" for radio stations to use in creating their own segments. These feature Virginia Tech professors, researchers, and experts commenting on their research projects and academic endeavors. **SoundLine** is timely and produced to highlight newsworthy projects, usually on a weekly basis. Notification goes out to 30 stations across the state via e-mail, and the stations can download the "sound-bites" from the university website.

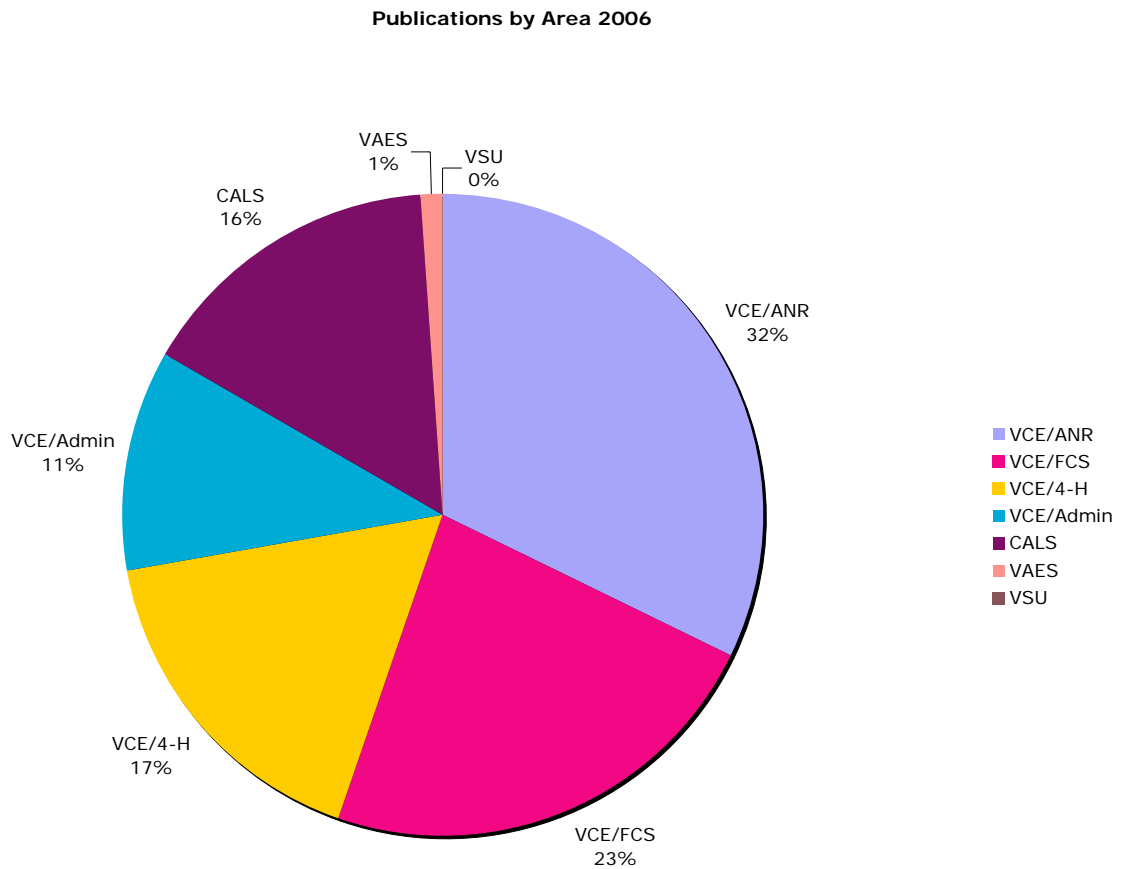
News Features are one-minute pieces. Virginia Tech Radio produces 20 features per month and distributes them on CD to 22 stations across the state. **News Features** focus on the work of Virginia Tech professors, researchers, and experts.

Both **SoundLine** and **News Features** are free services to which Virginia radio stations can subscribe by contacting us. These stations range from big to small, urban to rural, and far Southwest to Tidewater. In collaboration with Visual and Broadcast Communications, our unit produced 12 **SoundLine** and 78 **News Features** with topics related to work in our college.

Communications and Marketing Projects

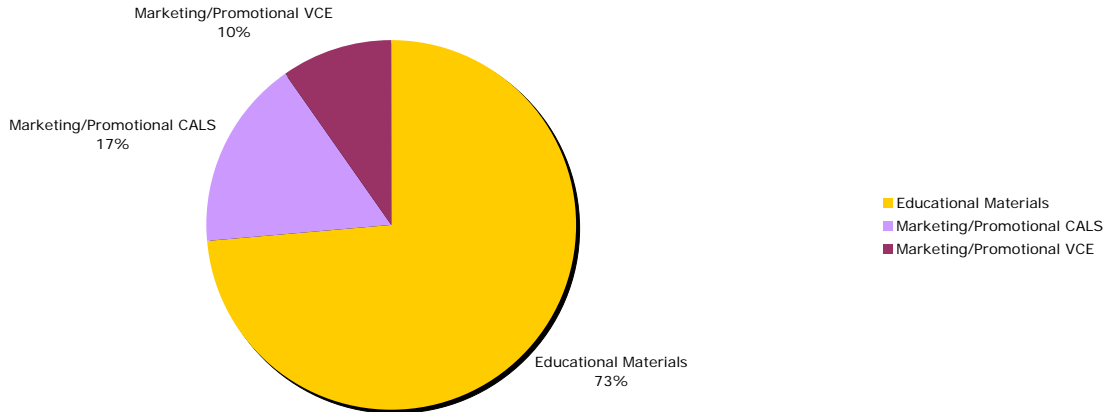
Publications/Products

The unit produced a total of 280 products during CY2006. (For a complete product listing, please see the appendix.) Products included 207 educational materials for Virginia Cooperative Extension: Agriculture and Natural Resources (90), Family and Consumer Sciences (65), Community Viability (5), and 4-H (47). The remaining 73 products were marketing projects for the College and VCE.



Of the 280 total products, 73 percent were VCE educational materials, 17 percent were marketing products for the college, and 10 percent were marketing materials for Extension.

Types of Publications Projects 2006

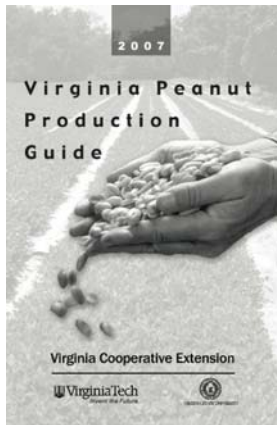


The unit produces many different types of materials. Major types of products and examples from 2006 are highlighted below.

Exhibits

The exhibit for VCE's Community Viability program highlights the program's thrust areas and pulls the viewer in through appealing graphics. Other exhibits focused on individual program areas or educational efforts.



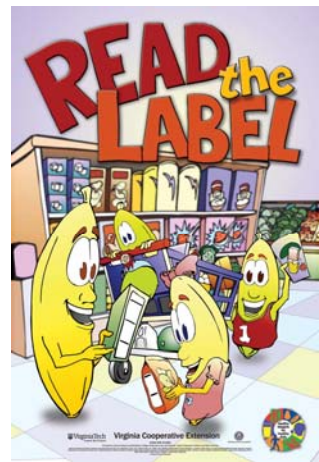


Production and field guides

Up-to-date production guidelines and their timely distribution are critical to Extension's mission in agriculture and natural resources and to Virginia agribusinesses. These materials are updated and produced in the last quarter of each year to be ready for winter grower meetings and spring planting.

Illustrations

Original illustrations are particularly important for the young audiences we reach through Extension programs, as they provide the message in colorful and easy-to-understand ways. This Healthy Weights for Healthy Kids poster, complete with original artwork, represents the numerous curriculum materials our unit supports.



VCE educational publications

As noted above, 73 percent of the publications group's products in 2006 were educational materials for Extension. These materials represent VCE to the public and are used extensively in hands-on programs for audiences of all age groups. They range from single-sheet forms and outlines to complete handbooks that range from 50 to 200+ pages.



Brochures

A number of brochures were produced for various uses and programs, special events (e.g., overview brochure of research conducted in Latham Hall), and educational purposes.

Newsletters

Newsletters are produced as part of educational programs, as in the case of the *Smart Choices for Young Families* series, or as communications pieces for the organization, such as *Connections* for the college. Our unit also offers editing and design support for our academic departments' newsletters, as illustrated by the Crop and Soil Environmental Sciences newsletter.

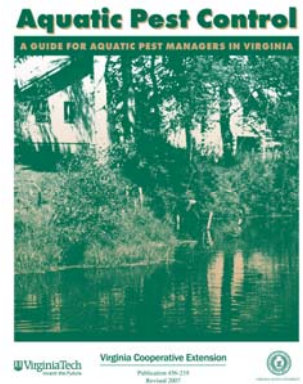


Promotional programs

Two major promotional programs this year have been the America's Anniversary Garden (AAG) project and the Animal I.D./SafeTrak project. Both include a variety of marketing pieces such as posters (shown here to advertise the AAG contest), flyers, exhibits, handouts, publications, and websites.

Pest control manuals

Pest control manuals are continually revised or completely rewritten to meet the needs of pesticide applicator training efforts, an integral part of the Extension mission.



Magazines/annual reports

Innovations, the college's flagship summary of programs and efforts is produced to help readers understand the impacts of a program, or to make them aware of other available programs. Like all of our print-based materials, *Innovations* is also available online.



Marketing and communications

The production of College and Extension communications and marketing materials has increased dramatically over the past two years. We now produce many items designed to market the work in the college and put forth a unified brand.



Major Project Highlights

College

- Finalized (in collaboration with Visual and Broadcast Communications group), launched, and distributed the college's promotional video system-wide. Video distribution includes its availability on the college website.
- Latham Hall dedication
 - Produced handouts and composed Web-based spotlights for college and university websites
 - Scripted speeches
 - Extensive media work
- America's Anniversary Garden – Created marketing materials, provided public relations assistance, and promoted the project in college outlets, such as *Insights* and *Connections*.
 - Created marketing materials for Jamestown 2007 events.
 - Completed several publications with information on America's Anniversary Gardens.
- Department Newsletters and PR materials – The Communications and Marketing staff continues to support departments and ARECs with the design and production of their newsletters and major PR materials. This is a win-win situation for all parties involved. The units receive editing and design assistance, and the college benefits from more branded materials at all levels. Examples include
 - Animal and Poultry Sciences newsletter
 - Biochemistry newsletter
 - Crop and Soil Environmental Sciences newsletter
 - Food Science newsletter
 - Middleburg AREC conference program
- *Connections*, the college newsletter for alumni and friends, went through a redesign and was produced and distributed twice in 2006. Its total targeted readership is 23,000.
- Completed the development of an internal photo database for Communications and Marketing use.
- Print ads produced for football programs highlighting both the college and VCE.

Cooperative Extension

- Edited, designed, and produced 207 subject-matter publications for use by VCE field personnel in delivering programs.
- A new visual identity for VCE was developed and new marketing tools and visual identity standards were created. Work continues to implement this new identity across the VCE system and produce the new family of marketing materials.

- The Publications Coordinator managed the budget and inventory of VCE marketing tools.

Web Communications and Marketing

Web Communications and Impacts

College website

- www.cals.vt.edu - The number of **page views** from 2005 to 2006 **increased by 220 percent** (compared with a **42 percent increase** from 2004 to 2005). **The number of total pages viewed by Web users was 1.6 million in 2006.**



- The college communications manager remains the key person responsible for the coordination and development of content to which many units contribute.

Internal communications:

- *Insights*, a monthly e-newsletter (www.cals.vt.edu/news/pubs/insights), was distributed ten times in 2006. It is the college's sole internal newsletter and includes content from the dean and associate deans; information about new faculty and staff; successes, awards, and achievements; and updates on the work that goes on in the college and Extension. It was visited 25,696 times in 2006, with an average of **2,500 visits per edition**.

Virginia Agricultural Experiment Station:

- The Virginia Agricultural Experiment Station site, www.vaes.vt.edu, was visited a total of 285,439 times during the CY2006 or an average of 782/day. It experienced a **13% increase** in visits over last year.

Connections:

- *Connections* – the college's alumni and friends newsletter was produced twice in 2006. The college communications manager writes and edits submitted articles. Communications and marketing staff edits, designs, and produces the six-page newsletter. Each issue is mailed to more than 15,000 alumni and friends and e-mailed to 8,000 readers. The electronic version is available online to a broad audience (URL: <http://www.cals.vt.edu/news/pubs/connections/winter05/index.html>).

Virginia Cooperative Extension

- Virginia Cooperative Extension Public Site, www.ext.vt.edu, is maintained by the Extension Communications Manager, with technical support provided by AHNR-IT. ***The VCE site is the most popular site in the organization and more popular than the Virginia Tech home page.*** Nearly **19 million** hits were recorded to the VCE site with an average of **52,000/day**. The site experienced a **21% surge** in hits over 2005.
- www.ext.vt.edu/vce – Virginia Cooperative Extension Intranet Site. The Extension Communications Manager maintains this site, with technical support provided by AHNR-IT. Total pages delivered in 2006: 951,005, a **21% increase** over 2005.

Special Events and Other Marketing-related Activities

- America's Anniversary Garden (May 2006) - Coordinated planting event in front of Burruss Hall with Dean Quisenberry and President Steger, including speech writing and media relations work.
- Peggy Lee Hahn Pavilion Dedication (June 2006) – Effort included media work, speech writing, and coordination of dedication materials.
- Latham Hall Dedication (September 2006) – Effort included coordination of tours with faculty and staff from both colleges; scripting speeches; writing and production of dedication materials; and extensive media work.
- *Faculty and Staff Appreciation Luncheon* (June 23, 2006) – Coordinated information for, writing of, and design of program and award check for luncheon. Approximately 300 faculty and staff were in attendance.

Service and Engagement Activities

Training and Presentations

Unit members provided formal and informal training and presentations on the following topics to various audiences:

- One-on-one communications and marketing meetings with department heads [K. Roan]
- Impact statement workshop to PPWS faculty [K. Roan]
- Communications and marketing update to AREC directors [K. Roan]
- Specialist meeting [K. Roan and Linda Burcham]
- Media relations training to VCE Unit Coordinators [K. Roan]
- "Pixel Perfect," VCE Annual Conference [L. Burcham]
- Media relations training at the VCE Annual Conference [L. Greiner]
- Etiquette training the Agricultural Communications Class [L. Greiner]
- Workshop as part of 4-H Congress on etiquette training [L. Greiner]
- Served as the staff coordinator for the *4-H Congress Crier* [L. Greiner]
- Presented a lecture on writing news releases to McGilliard's senior seminar class [L. Greiner]
- Conducted media relations training at the 4-H new agent training [L. Greiner]
- Presented a lecture on working with the media to Elena Serrano's health education class [L. Greiner]
- Presented a lecture on crisis communications to Sharon Williams' agricultural communications class [L. Greiner]
- Presented a lecture on working with the media to Sharon Williams' agricultural communications class [L. Greiner]

Committee Work

Unit members represent the college/unit on and/or provide leadership for the following committees:

- eXtension Communications and Marketing Committee [K. Roan]
- eXtension Institutional Team [L. Burcham]
- NAADA 2006 National Conference Committee [L. Greiner]
- University Web Accessibility Committee [K. Roan] (later in the year ceded spot on the group to B. Carroll)
- University Website Content Evaluation Committee [L. Greiner]
- Latham Hall Event Committee (co-chair) [K. Roan]
- College Editorial Board – leadership and membership [K. Roan, L. Burcham, L. Greiner, M. Sutphin]
- College Relations Committee – leadership and membership [L. Greiner, K. Roan]
- College Alumni Organization Board – membership [K. Roan]
- College Diversity Council – membership [K. Roan]
- Diversity Communications Subcommittee – leadership [K. Roan]
- College Website Committee – leadership and participation [L. Burcham, L. Greiner]

- Quarterly phone calls with Farm Bureau Communications Office staff
- VCE State Extension Leadership Council [K. Roan]
- 4-H Leadership Council [L. Burcham]
- FCS Leadership Council [L. Burcham]
- Sunbelt Expo Planning Committee [L. Burcham, C. Cox, T. FisherPoff, M. Chorba, K. Roan]
- VCE Website Committee [L. Burcham, co-chair; C. Cox]

Conferences and Events

Unit members participated in the following conferences:

- CSREES Emergency Communications Workshop [K. Roan]
- Jamestown 2007/America's Anniversary Garden Partners Meeting [K. Roan]
- University Development Annual Retreat [K. Roan and L. Greiner]
- Virginia Food Festival [L. Greiner]
- Pandemic Flu conference for Virginia university communicators [L. Greiner]
- Federal Government Communicators meeting [L. Greiner, M. Sutphin]
- State Fair Governor's Agriculture Tour at the State Fair [L. Greiner]

Professional Development

Unit members took advantage of a number of professional development opportunities off- and on-campus to ensure the highest level of professionalism of their work and connectivity with vital organizations, such as the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE).

Staff members are committed to maintaining a high level of involvement in professional organizations and continuing to remain up-to-date on and cognizant of the latest design, communications, PR, and media relations trends. This commitment, combined with its strong support from the organization, is the foundation of high-quality communications and marketing output.

Challenges

The two main challenges that impacted the unit's core function – geographical separation and the absence of a support staff person – continued to adversely impact the unit's morale and day-to-day operations. (Both were overcome in March 2007 when the staff in Media Building moved to Smyth Hall and the communications assistant position was filled.)

The unit is optimistic that the college will continue to provide ongoing funding support for the unit's communications assistant, which is crucial to the unit's efforts and currently funded as a restricted position on a year-to-year basis.

Additionally, balancing the demand for college communications and marketing initiatives while sustaining and expanding the same efforts for VCE remain a challenge for the unit. We address these demands with prioritization, redefining and streamlining processes in collaboration with others, which will hopefully lead to a decrease in workload, and working towards providing more and more template resources to units. Nevertheless, we do remain the lowest-staffed group among similar units at peer institutions throughout the country. An ACE benchmark effort conducted in early 2007 of 15 peer institutions shows our unit at the bottom of the rankings, with the highest ratio of Extension/college faculty/staff to communications staff at 150. (By comparison, lead organizations had a ratio of 4 and 5.) Georgia with 91 and North Carolina with 79 came closest to our ratios – with high but still significantly lower indicators than Virginia's.

The trends for an increase in Web-based and other electronic communications efforts are persistent and clear (please see p. 16 for further information). The unit staff continues to emphasize the importance of Web-based communications efforts as part of any sound brand-consistent, comprehensive communications and marketing program to the entire organization. Units have shared with us that they struggle with a lack of resources needed to update and maintain their unit websites. The university's Content Management System (expected to be purchased during 2007) promises to broaden content providers' access to updating online information but will not impact the implementation of a new Web design and challenges with updating content. During CY2006, our unit collaborated with AHNR-IT to provide branded Web page templates for units and will continue to evaluate and assist with needs where possible, which can at best only partially address the aforementioned Web communications challenges at the unit levels.

Appendix: Educational and Marketing Materials

Pub No.	Title	Prog.	Author/Contact	Type
350-521	Strong Families Competent Kids: Leader Guide	4-H	Billie Cline	EM
350-523	Strong Families Competent Kids: Member Manual	4-H	Billie Cline	EM
350-524	Strong Families Competent Kids: Parent Manual	4-H	Billie Cline	EM
380-100	Livestock Judging Card, Blue	4-H	Billie Cline	EM
380-101	Livestock Judging Card, White	4-H	Billie Cline	EM
380-102	Livestock Judging Card, Yellow	4-H	Billie Cline	EM
380-103	Livestock Judging Card, Green	4-H	Billie Cline	EM
380-310	Mid Atlantic 4-H Market Goat Project Guide	4-H	Billie Cline	EM
388-002	VCE/4-H Member Enrollment	4-H	Kathleen Jamison	EM
388-002S	4-H Member Enrollment Form, Spanish	4-H	Billie Cline	EM
388-003	VCE/4-H Volunteer Enrollment Long Form	4-H	Kathleen Jamison	EM
388-003S	4-H Volunteer Enrollment, Long Form, Spanish	4-H	Billie Cline	EM
388-017	4-H Virtual Forest Bookmark	4-H	Billie Cline	EM
388-019	4-H Member Enrollment	4-H	Tonya Taylor	EM
388-019	4-H Member Enrollment Form	4-H	Tonya Taylor	EM
388-044	Standards of Behavior for 4-H Volunteers	4-H	Barry Garst	EM
388-050	Virginia 4-H Records Retention Schedule	4-H	Barry Garst	EM
388-050	Records Retention Schedule for VCE/4-H Forms	4-H	Joe Hunnings	EM
388-057	Training Checklist for New 4-H Center Directors and Program Directors	4-H	Barry Garst	EM
388-059	Renewal Application for a VCE/4-H Club Charter	4-H	Billie Cline	EM
388-066	4-H Public Speaking Score Sheet	4-H	Billie Cline	EM
388-069	Application for a VCE/4-H Club Charter	4-H	Billie Cline	EM
388-070	VCE/4-H Club and Organization Charters: FAQs	4-H	Joe Hunnings	EM
388-094	4-H Club Charter Seals of Achievement	4-H	Billie Cline	EM
388-096	4-H Outdoor Adventure Leader's Guide	4-H	Barry Garst	EM
388-098	New 4-H Extension Agent Training Guide	4-H	Barry Garst	EM
388-140	4-H Property Inventory Sheet	4-H	Billie Cline	EM
388-141	Application for a VCE/4-H Organization Charter	4-H	Billie Cline	EM
388-142	Renewal Application for a VCE/4-H Organization Charter	4-H	Joe Hunnings	EM
388-145	Charter Application for In-School, Classroom-Based VCE/4-H Clubs	4-H	Joe Hunnings	EM
388-146	Charter Renewal Application for In-School, Classroom-Based VCE/4-H Clubs	4-H	Joe Hunnings	EM
388-521	Holiday Lake 4-H Center Camping Handbook Appendix C	4-H	Nate Mahanes	EM
388-522	Skelton 4-H Center Camping Handbook, Appendix C	4-H	Barry Garst	EM
388-542	Worksheet for Planning a 4-H Club Meeting	4-H	Billie Cline	EM
388-584	Move Over World Brochure Template	4-H	Kathleen Jamison	EM
388-906	VCE/4-H Health History Form	4-H	Kathleen Jamison	EM
388-906S	4-H Health History Report Form, Spanish	4-H	Billie Cline	EM
406-050	4-H Horse Eligibility Card	4-H	Billie Cline	EM
406-050	Eligibility Card, 4-H Horse Project	4-H	Celeste Crisman	EM
490-908	Publications Request Form 4-H	4-H	Kathleen Jamison	EM
NP0615	4-H Inservice Logo	4-H	Barry Garst	EM
NP0621	4-H Camp Songs CD Cover	4-H	Barry Garst	EM

Appendix: Educational and Marketing Materials

Pub No.	Title	Prog.	Author/Contact	Type
NP0644	Certificate for 4-H National & Global Youth Service Day	4-H	Joe Hunnings	EM
NP0663	4-H Ad for Homeschooler Publication	4-H	Kathleen Jamison	EM
NP0666	VCE/4-H Camp Songs C.D. Volume 2, Label and CD Cover	4-H	Barry Garst	EM
NP0675	NCI 2008 Logo	4-H	Barry Garst	EM
NP0675	NCI 2008 Logo	4-H	Barry Garst	MP/VCE
400-307	Strategic Use of Antibiotics in Stocker Cattle	ANR	John Currin	EM
400-750	Pinkeye in Beef Cattle	ANR	Nancy Currin	EM
404-087	Sire Evaluations for Health and Fitness Traits	ANR	Bennett Cassell	EM
404-088	The Merit Indexes	ANR	Bennett Cassell	EM
404-131	Paying Attention to Dietary Cation-Anion Balance	ANR	Charlie Stallings	EM
404-163	Nitrate Levels in Forages and Water	ANR	Charlie Stallings	EM
420-030	Design and Operation of a Solar Heated Dry Kiln	ANR	Brian Bond	EM
420-036	Rabies	ANR	Jim Parkhurst	EM
420-136	Dealing with Timber Theft	ANR	Jennifer Gagnon	EM
420-165	Shortleaf Pine: An Option for Virginia Landowners	ANR	Jennifer Gagnon	EM
420-710	America's Stream Invertebrates Poster	ANR	Lou Helfrich	EM
420-710	America's Stream Invertebrates Poster	ANR	Lou Helfrich	EM
420-720	Fee Fishing Ponds and Streams in Virginia	ANR	Louis Helfrich	EM
424-001	Small Grains in 2006	ANR	Wade Thomason	EM
424-038	2005 Virginia On-Farm Corn Test Plots	ANR	Paul Davis	EM
424-038	2005 Virginia On-Farm Corn Test Plots	ANR	Paul Davis	EM
424-050	On-Farm Wheat Test Plots	ANR	Keith Balderson	EM
424-053	Deep Tillage Prior to No-Till Corn: Research and Recommendations	ANR	Wade Thomason	EM
424-055	Using the VCE Climate Analysis Tool to Monitor, Predict and Manage Corn Development	ANR	Wade Thomason	EM
424-107	Virginia Soybean Variety Evaluation Tests, 2005	ANR	David Holshouser	EM
424-230	Evaluation of Variety Selection Chemicals for Nematode Control	ANR	Patrick Phipps	EM
424-300	Virginia Cotton Production Guide 2006	ANR	Joel Faircloth	EM
426-043	Rain Gardens	ANR	Laurie Fox	EM
426-044	Purchasing Water Garden Plants	ANR	Laurie Fox	EM
426-045	Wildlife in Home Pond Gardens	ANR	Laurie Fox	EM
426-106	Don't Move Firewood Poster/Flyer	ANR	Dave Close	EM
426-210	Plant America's Anniversary Garden	ANR	Joyce Latimer	EM
426-216	AAG Flyer for Kids' Programs	ANR	Joe Hunnings	EM
426-220	America's Anniversary Garden: Bulbs for a Red, White, and Blue Spring Garden	ANR	Joyce Latimer	EM
426-223	Plant a Native America's Anniversary Garden	ANR	Leann DuBois	EM
426-228	America's Anniversary Garden: Red, White, and Blue in Fall and Winter Gardens	ANR	Joyce Latimer	EM
426-312	Planning the Vegetable Garden	ANR	Alex Niemiera	EM
426-313	Soil Preparation	ANR	Alex Niemiera	EM
426-315	Gardening Equipment	ANR	Alex Niemiera	EM
426-335	Intensive Gardening Methods	ANR	Alex Niemiera	EM
426-363	Selected Vegetable Diseases	ANR	Joyce Latimer	EM
430-451	Pruning Crepe Myrtles	ANR	Bonnie Appleton	EM
430-521	Leave Them Alone: Lawn Leaf Management	ANR	Mike Goatley	EM

Appendix: Educational and Marketing Materials

Pub No.	Title	Prog.	Author/Contact	Type
430-536	Lawn Mosses: Friend or Foe?	ANR	Mike Goatley	EM
432-301	2005 Peanut Variety and Evaluation Reports	ANR	Dennis Coker	EM
436-050	2006 Burley Tobacco Production Guide	ANR	Danny Peek	EM
438-100	Specialty Crops Profile: Pumpkins	ANR	Tony Bratsch	EM
438-101	Specialty Crops Profile: Ornamental Gourds	ANR	Tony Bratsch	EM
438-102	Specialty Crops Profile: Asparagus	ANR	Tony Bratsch	EM
438-103	Specialty Crops Profile: Blueberries	ANR	Tony Bratsch	EM
438-104	Specialty Crop Profile: Horseradish	ANR	Anthony Bratsch	EM
438-105	Specialty Crop Profile: Pawpaw	ANR	Anthony Bratsch	EM
438-106	Considerations for Growing and Marketing Specialty Crops	ANR	Anthony Bratsch	EM
438-107	Specialty Crop Profile: Ribes	ANR	Tony Bratsch	EM
438-108	Specialty Crop Profile: Globe Artichoke	ANR	Tony Bratsch	EM
438-109	Selected Topics for On-Farm Direct Marketing	ANR	Tony Bratsch	EM
438-110	Specialty Crops Profile: Rhubarb	ANR	Anthony Bratsch	EM
442-067	Standby Electric Generators for Emergency Farm Use	ANR	Susan Gay	EM
442-124	Bedded Pack Dairy Barns	ANR	Susan Gay	EM
442-559	Implementation: What Happens after the TMDL is Developed?	ANR	Brian Benham	EM
442-880	Biodiesel Fuel	ANR	Zhiyou Wen	EM
444-037	Winter Grain Mite: A Potential Pest of Small Grains and Orchardgrass	ANR	Ames Herbert	EM
444-103	Sampling Methods for Varroa Mite that Infest Domesticated Honeybees	ANR	Vonny Barlow	EM
444-106	Japanese Beetle in Field Corn	ANR	Rod Youngman	EM
444-380	Insect Pest Management in Cotton, Peanut & Soybean	ANR	Sean Malone	EM
446-016	Farm Record Book Order Form	ANR	Gordon Groover	EM
446-017	Farm Record Book, Expenses and Receipts	ANR	Gordon Groover	EM
450-301	Asian Soybean Rust, Frequently Asked Questions I: Background and General Information	ANR	Erik Stromberg	EM
450-302	Asian Soybean Rust, Frequently Asked Questions II: Identification, Biology & Ecology	ANR	Erik Stromberg	EM
450-303	Asian Soybean Rust, Frequently Asked Questions III: Control with Fungicides	ANR	Erik Stromberg	EM
450-304	Asian Soybean Rust, Frequently Asked Questions IV: Cropping Systems & Cultural Practices	ANR	Erik Stromberg	EM
450-305	Asian Soybean Rust, Frequently Asked Questions V: Monitoring, Tracking and Scouting	ANR	Erik Stromberg	EM
450-306	Asian Soybean Rust, Frequently Asked Questions VI: Sprayer and Nozzle Technology	ANR	Erik Stromberg	EM
450-561	Response of Soybean to Fungicide Sprays in 2005 for Control of Asian Soybean Rust and Other Foliar Diseases in Virginia	ANR	Pat Phipps	EM
452-881	Virginia Tech Soil Testing Laboratory Procedures Manual	ANR	Steve Heckendorn	EM
456-016	Pest Management Guide, 2007 -- Field Crops	ANR	Scott Hagood	EM
456-017	Pest Management Guide, 2007 -- Hort & Forest	ANR	Scott Hagood	EM
456-018	Pest Management Guide, 2007 -- Home Grounds	ANR	Scott Hagood	EM
456-215	Agricultural Animal Pest Control	ANR	Susan Nessler	EM
456-219	Aquatic Pest Control	ANR	Susan Nessler	EM
456-219	Aquatic Pest Control	ANR	Susan Nessler	EM
456-220	Right-Of-Way Pest Control Manual	ANR	Susan Nessler	EM
456-221	General Pest Control: A Guide for Pest Control Operators in Virginia	ANR	Susan Nessler	EM

Appendix: Educational and Marketing Materials

Pub No.	Title	Prog.	Author/Contact	Type
456-419	2006 Spray Bulletin for Commercial Tree Fruit Growers	ANR	Doug Pfeiffer	EM
465-102	SafeTrak Flyer	ANR	Jim Riddell	EM
465-102	SafeTrak Flyer	ANR	Jim Riddell	EM
465-300	Virginia Master Naturalist Brochure	ANR	Michelle Prysby	EM
NP0616	Logo for Master Naturalist Program	ANR	Michelle Prysby	EM
NP0623	Journal of Recirculating Aquaculture, Volume 6	ANR	Angela Correa	EM
NP0624	Exhibit Graphics for SafeTrak	ANR	Jim Riddell	EM
NP0625	Exhibit Graphics for SafeTrak Tall Banner Exhibits	ANR	Jim Riddell	EM
NP0646	Pocket Folder for Geospatial Extension Program	ANR	John McGee	EM
NP0650	International Journal of Recirculating Aquaculture, Volume 7	ANR	Angela Correa	EM
NP0655	Map of Virginia for Master Gardener College	ANR	Dave Close	EM
NP0661	VAAEA Wall of Fame Write Up	ANR	Scott Baker	MP/VCE
900-126	Majors Factsheet: Agricultural and Applied Economics	CALS	Lori Greiner	MP/CALS
900-128	Online Masters in Agriculture and Life Sciences	CALS	Lori Greiner	MP/CALS
900-130	Agricultural Sciences Undergraduate Recruiting Brochure	CALS	Lori Greiner	MP/CALS
900-131	Academic Programs Folder	CALS	John Hess	MP/CALS
900-132	Graduate Scholarship Opportunities	CALS	Randy Grayson	MP/CALS
900-304	2006 Holiday Card	CALS	Sheila Norman	MP/CALS
900-307	CALS Organizational Chart	CALS	Ellie Sullivan	MP/CALS
900-307	CALS Organizational Chart	CALS	Lori Greiner	MP/CALS
900-309	CALS Faculty and Staff Awards Luncheon Program 2005	CALS	Kerstin Roan	MP/CALS
900-313	Winter 2005 Connections Newsletter	CALS	Lori Greiner	MP/CALS
900-314	Connections, Spring 2006	CALS	Lori Greiner	MP/CALS
900-315	Connections, Fall 2006	CALS	Lori Greiner	MP/CALS
900-316	Research Brochure for Latham Dedication	CALS	Kerstin Roan	MP/CALS
900-401	Football Tailgate Poster	CALS	Max Bales	MP/CALS
900-403	Latham Hall Building Fact Sheet	CALS	Kerstin Roan	MP/CALS
900-504	Food Digest -- Winter 2006	CALS	Jennifer Carr	MP/CALS
900-505	Biochemistry Newsletter, Winter 2006	CALS	Zerita Montgomery	MP/CALS
900-506	Graduate Recruiting Brochure -- HNFE	CALS	Elena Serrano	MP/CALS
900-507	CSES Newsletter, 2006	CALS	Jim McKenna	MP/CALS
NP0566	Background for Squires Display Case	CALS	Bobbie Potter	MP/CALS
NP0605	Logo for 2006 NAADA Conference	CALS	Lori Greiner	MP/CALS
NP0613	Design for Innovations Newsletter	CALS	Lori Greiner	MP/CALS
NP0614	Design for Insights Website	CALS	Kerstin Roan	MP/CALS
NP0626	Artwork for Agricultural Technology Banner	CALS	Andrea Malamisura	MP/CALS
NP0627	Design for Innovations Website	CALS	Lori Greiner	MP/CALS
NP0630	Garden Gala Postcard	CALS	Holly Scoggins	MP/CALS
NP0634	Notecards for CALS	CALS	Kerstin Roan	MP/CALS
NP0634	CALS Notecards	CALS	Mary Marchant	MP/CALS
NP0638	Program for Latham Hall Announcement	CALS	Lori Greiner	MP/CALS
NP0639	Announcement Card -- Marchant	CALS	Kerstin Roan	MP/CALS
NP0640	Center for Applied Sciences Brochure	CALS	Angela Correa	MP/CALS
NP0643	Alumni Display	CALS	Jamie Lucero	MP/CALS
NP0643	Alumni Display	CALS	Jamie Lucero	MP/CALS
NP0647	Invitation for Garden Gala	CALS	Holly Scoggins	MP/CALS

Appendix: Educational and Marketing Materials

Pub No.	Title	Prog.	Author/Contact	Type
NP0649	Flyer for Garden Gala	CALS	Holly Scoggins	MP/CALS
NP0654	"Big Check" for Faculty Awards Program	CALS	Ellie Sullivan	MP/CALS
NP0657	Logo for Ag Technology	CALS	Stephanie White	MP/CALS
NP0660	Display for Animal and Poultry Sciences Department	CALS	Kerstin Roan	MP/CALS
NP0668	CALS Table Covers	CALS	Kerstin Roan	MP/CALS
NP0669	CALS Swiger Awards Photo Enlargements and Captions	CALS	Lori Greiner	MP/CALS
NP0673	Logo for Transfer Connections	CALS	Bobbie Potter	MP/CALS
NP0674	Banners for Virginia State Fair	CALS	Kerstin Roan	MP/CALS
NP0676	Horticulture Department Display	CALS	Holly Scoggins	MP/CALS
NP0680	Electronic and For-Print Images for Ag Technology	CALS	Stephanie White	MP/CALS
NP0629	Exhibit for Community Viability	CV	Brian Calhoun	MP/VCE
348-074	MyPyramid: Steps to a Healthier You	FCS	Melanie Cutlip	EM
348-127	Go Local, Virginia!	FCS	Elena Serrano	EM
348-150	Healthy Eating for Children 2 to 5 Years Old	FCS	Elena Serrano	EM
348-193	Eating the "MyPyramid" Way	FCS	Melanie Cutlip	EM
348-197	Eat More Vegetables for Vitamin A	FCS	Melanie Cutlip	EM
348-228	Healthy Weights for Healthy Kids Flyer	FCS	Elena Serrano	EM
348-231	Smart Choices	FCS	Elena Serrano	EM
348-232	Smart Drinks	FCS	Elena Serrano	EM
348-233	Smart Foods	FCS	Elena Serrano	EM
348-234	Healthy Weights for Healthy Kids: Smart Image	FCS	Elena Serrano	EM
348-235	Smart Snacks	FCS	Elena Serrano	EM
348-240	Add it Up	FCS	Elena Serrano	EM
348-241	Calorie Chemistry	FCS	Elena Serrano	EM
348-241	Calorie Chemistry	FCS	Elena Serrano	EM
348-242	Be a Drink Detective	FCS	Elena Serrano	EM
348-245	Looking at Looks	FCS	Elena Serrano	EM
348-246	Who Am I?	FCS	Elena Serrano	EM
348-254	How Do You See Yourself?	FCS	Elena Serrano	EM
348-260	HWHK Lesson Log for Extension Agents	FCS	Elena Serrano	EM
348-290	Smart Foods Poster	FCS	Elena Serrano	EM
348-292	Smart Image Poster	FCS	Elena Serrano	EM
348-293	Smart Snacks Poster	FCS	Elena Serrano	EM
348-294	Smart Activities Poster	FCS	Elena Serrano	EM
348-295	Smart Drinks Poster	FCS	Elena Serrano	EM
348-301	Smart Choices Newsletter -- January	FCS	Mary McFerren	EM
348-302	Smart Choices for Young Families: February	FCS	Ruby Cox	EM
348-303	Smart Choices for Young Families Newsletter--March	FCS	Ruby Cox	EM
348-304	Smart Choices for Young Families Newsletter--April	FCS	Ruby Cox	EM
348-305	Smart Choices for Young Families Newsletter -- June	FCS	Mary McFerren	EM
348-306	Smart Choices for Young Families Newsletter -- May	FCS	Mary McFerren	EM
348-307	Smart Choices for Young Families -- July	FCS	Mary McFerren	EM
348-308	Smart Choices for Young Families -- August	FCS	Mary McFerren	EM
348-311	Smart Choices for Young Families: November	FCS	Mary McFerren	EM
348-320	Broccoli, Broccoli, Carrot	FCS	Elena Serrano	EM
348-321	Hot Potato	FCS	Elena Serrano	EM

Appendix: Educational and Marketing Materials

Pub No.	Title	Prog.	Author/Contact	Type
348-322	People Pretzels	FCS	Elena Serrano	EM
348-323	Great Grain Relay Race	FCS	Elena Serrano	EM
348-324	Milk Jug Volleyball	FCS	Elena Serrano	EM
348-325	Freeze Tag	FCS	Elena Serrano	EM
348-326	Hide and Seek	FCS	Elena Serrano	EM
348-327	Kick the Can	FCS	Elena Serrano	EM
348-328	Sour Grapes	FCS	Elena Serrano	EM
348-329	Upset the Fruit Basket	FCS	Elena Serrano	EM
348-330	MyPyramid Hopscotch	FCS	Elena Serrano	EM
348-331	MyPyramid Relay Game	FCS	Elena Serrano	EM
348-332	To Wash or Not To Wash	FCS	Elena Serrano	EM
348-333	Soapy Solutions	FCS	Elena Serrano	EM
348-600	Snack Foods for Children	FCS	Melanie Cutlip	EM
348-670	How to Get the Calcium You Need	FCS	Mary McFerren	EM
348-715	Low-Cost, Healthy Menus and Recipes	FCS	Ruby Cox	EM
348-809	Eat a Wide Variety of Foods	FCS	Melanie Cutlip	EM
348-859	Tongue-Tastic	FCS	Elena Serrano	EM
348-950	Nourishing Children with Books	FCS	Elena Serrano	EM
354-041	2006 Tax Law Changes	FCS	Celia Hayhoe	EM
354-045	Deciding if Bankruptcy is an Option for You	FCS	Celia Hayhoe	EM
354-080	What Young Adults Need to Know About Money	FCS	Celia Hayhoe	EM
354-103	Families Taking Charge: Talking with Your Spouse	FCS	Celia Hayhoe	EM
360-025	EFNEP/SCNEP Contact Log	FCS	Melanie Cutlip	EM
360-091	Volunteer Registration Form	FCS	Melanie Cutlip	EM
360-095	EFNEP/SCNEP Family Record (Older Homemakers and Individuals)	FCS	Melanie Cutlip	EM
360-118	SCNEP Promotional Poster	FCS	Mary McFerren	EM
392-108	Survivor Management	FCS	Celia Hayhoe	EM
NP0619	Exhibit for Healthy Weights for Healthy Kids	FCS	Elena Serrano	EM
NP0662	Logo for Kids Camp	FCS	Mary McFerren	EM
NP0687	Logo for TV Campaign, Eating Smart Moving More	FCS	Mary McFerren	EM
NP0633	Exhibit for VAES Jamestown 2007	VAES	Pete Schultz	MP/CALS
NP0671	Middleburg AREC Conference Flyer	VAES	Lori Greiner	MP/CALS
NP0679	Middleburg Conference Proceedings 2006	VAES	Ray Goer	MP/CALS
354-501	Energy Resource Guide for Virginia	VCE	Martha Walker	EM
490-108	VCE Generic Brochure	VCE	Linda Burcham	MP/VCE
490-147	VCE Organizational Chart	VCE	Linda Burcham	MP/VCE
NP0617	VCE In-Service Program	VCE	Mike Lambur	MP/VCE
NP0620	VCE Business Cards, January 2006	VCE	Paula Vaught	MP/VCE
NP0628	VCE Business Cards, February	VCE	Paula Vaught	MP/VCE
NP0631	Program for Support Staff In-Service	VCE	Leah Delp	MP/VCE
NP0632	Program for Unit Coordinators In-Service	VCE	Leah Delp	MP/VCE
NP0677	Edit and Design for Energy Guide Website	VCE	Martha Walker	EM
NP0681	VCE Business Cards -- October 2006	VCE	Linda Burcham	MP/VCE
NP0683	CSI Handout for VCE/VAES	VCE	Mark McCann	MP/VCE

Pub No.	Title	Prog.	Author/Contact	Type
490-037	VCE Notecards and Envelopes	VCE/ Admin	Linda Burcham	MP/VCE
490-038	VCE Notepads	VCE/ Admin	Linda Burcham	MP/VCE
490-111	VCE Half-Fold Brochure Template	VCE/ Admin	Linda Burcham	MP/VCE
490-112	VCE Tri-Fold Brochure Template	VCE/ Admin	Linda Burcham	MP/VCE
490-130	VCE Certificate	VCE/ Admin	Linda Burcham	MP/VCE
490-145	VCE Pocket Folder	VCE/ Admin	Linda Burcham	MP/VCE
490-147	VCE Organizational Chart	VCE/ Admin	Linda Burcham	MP/VCE
NP0636	VCE Situational Analysis Update	VCE/ Admin	Mike Lambur	MP/VCE
NP0637	VCE Business Cards, April 2006	VCE/ Admin	Paula Vaught	MP/VCE
NP0651	Situational Analysis Pocket Folders	VCE/ Admin	Mark McCann	MP/VCE
NP0652	Situational Analysis Planning District Summaries	VCE/ Admin	Mark McCann	MP/VCE
NP0664	Sign Design for Isle of Wight	VCE/ Admin	Glenn Rountree	MP/VCE
NP0667	VCE Business Cards, August 2006	VCE/ Admin	Linda Burcham	MP/VCE
NP0670	Announcement Card -- McCann	VCE/ Admin	Kerstin Roan	MP/VCE
NP0672	2004 Situation Analysis Statewide Issues Report	VCE/ Admin	Mark McCann	MP/VCE