



Communications and Marketing

2007 Annual Report

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Unit Mission

The mission of the Office of Communications and Marketing is to lead all of the college's high-impact communications and marketing efforts within the framework of the university brand, college key initiatives, and college strategic goals and to provide quality initiatives and products.

Executive Summary

The Office of Communications and Marketing reflects back on another highly productive year in support the college's strategic focus areas and missions, which it supports through all of its quality initiatives and products. This summary is a *brief, highly selective* synopsis of the unit's successes, followed by an in-depth description of the unit's comprehensive branded communications and marketing initiatives that occurred during the 2007 calendar year (CY2007).

Media Coverage and Impact

The total news release output from the college's Communications and Marketing unit during CY2007 amounted to 71 releases. Through releases, combined with our faculty's media efforts, the college once again received significant media attention at the state and national levels. University Relations continues to acknowledge our team for its 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), *The Economist*, *Washington Post*, *Science Daily*, *Chronicle of Higher Education*, *U.S. News and World Report*, *National Geographic*, and other national and state media. State and local media also provided good coverage of our missions for the majority of projects we submitted to them. Many of the news releases were an integral strategic part of public relations projects, which were expertly coordinated 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, we receive notification of relevant blogs that increasingly reference the college and our faculty.

Marketing and Communications Materials

The group produced a total of 287 marketing and communications materials in 2007, which were targeted to individual audiences and are consistent with 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 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE), the national professional organization for the unit, recognized the unit's quality and excellent work again this year with the following awards.

- ACE gold award for Illustration – series or singles category; Illustration for the Healthy Weights for Healthy Kids poster:
 - Tim FisherPoff, graphic designer
- ACE bronze award for exhibits – Community Viability exhibit; team members:
 - Linda Burcham, Extension communications manager
 - Tim FisherPoff, graphic designer
- ACE bronze award for technical publication – Horticulture department exhibit; team members:
 - Christopher Cox, graphic designer
 - Nancy Templeman, editor

While the products output has been tracked in the categories of marketing and educational/communications materials, this strict division is misleading. It is important to note, however, that all of our products reach the public and as such reflect on and thus market the organization. We take pride in the high quality of all products we produce and are fully aware of the marketing potential of all unit efforts – regardless of their delivery medium. Collaborators have consistently commended the group for its outstanding quality and creative work it puts out.

e-Communications Impacts

The importance of Web and other electronic communications outlets continue to increase as internet usage becomes a staple for the average American household and workplace. Due to server issues, our unit was not able to receive some Web usage data from the IT department but has taken steps to remedy this situation for CY2008.

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 quantitative overview of the unit's key activities.

Category	Produced
Media releases generated by college staff (and campus communicators)	71
Communications and marketing materials total	287
CALS	37
VAES	0
VSU	0
VCE/ANR	85
VCE/FCS	100
VCE/4-H	33
VCE/CV	2
VCE/Admin	30
Total	358

Public and Media Relations

Media Relations Summary

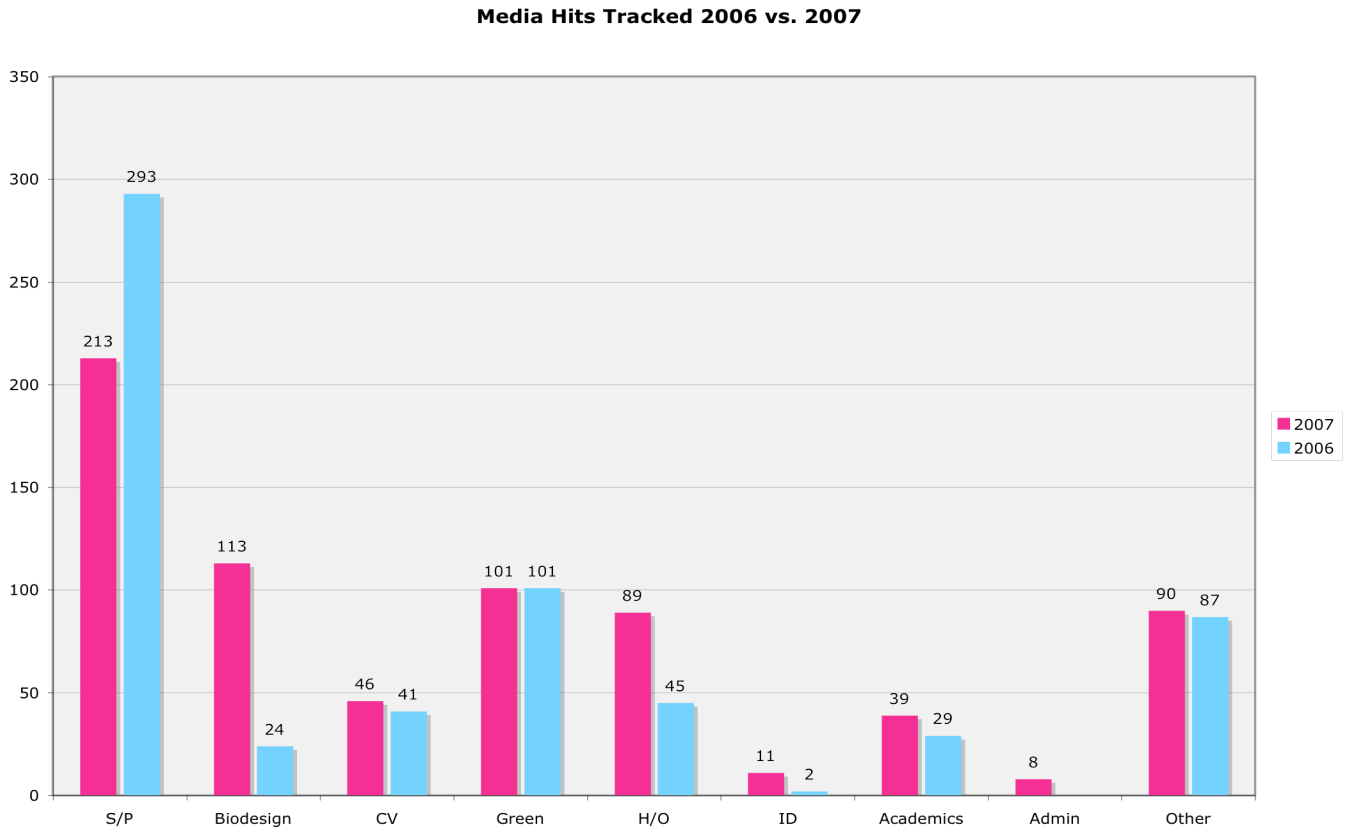
During the CY2007, a total of 71 news releases that reference the college and/or VCE were created by unit staff (as well as some by other university communicators). All releases were sent through the university's News Bureau to targeted media outlets. These media releases are an integral part of our 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 CY2007 amounted to 710 hits (CY2006: 622). The figure on p. 6 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 for the CY2007 and 2006 calendar years.



Key:

S/P: Agricultural Profitability and Environmental Sustainability

Biodesign: Biodesign/Bioprocessing

CV: Community Viability

Green: Green Industry

H/O: Health/Obesity

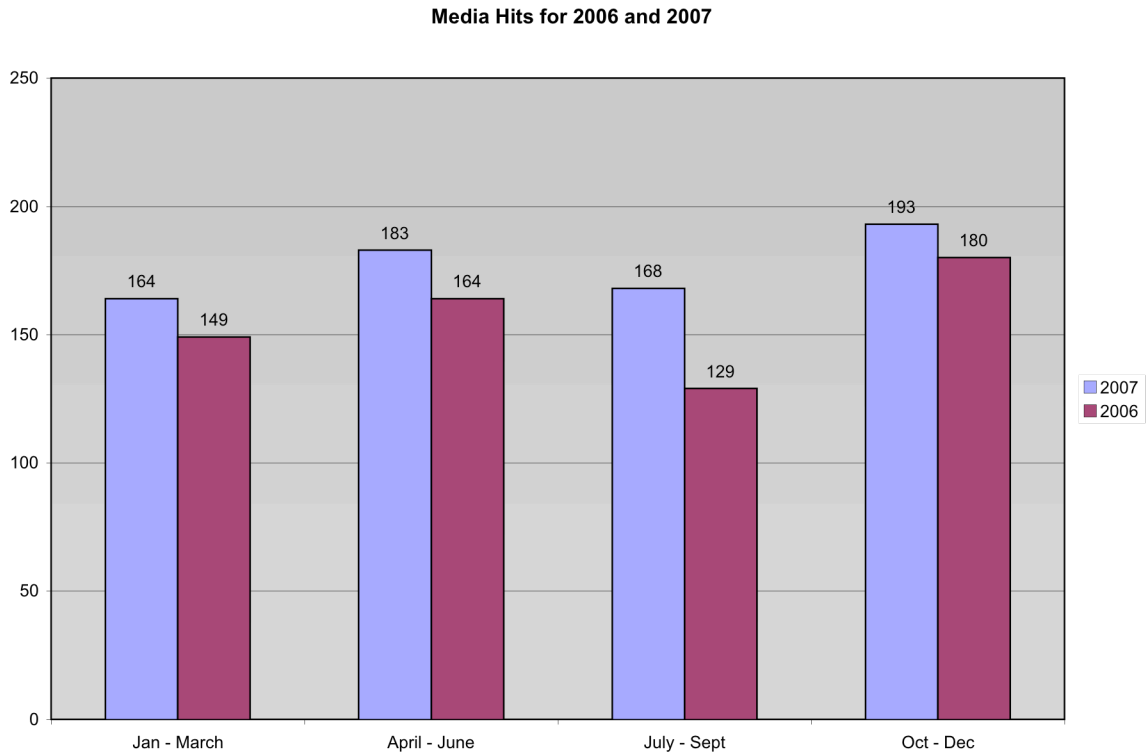
ID: Infectious Diseases

Academics

Admin: College/Extension Administration (Note: In 2006, admin. stories were included with "Other.")

Other: Includes awards and event listings

The following chart illustrates the total media hits broken down by quarter comparatively to the same timeframes during the CY2006.



- ***Virginia Tech ranked among the top universities in agricultural research:***
 - This announcement received significant buzz from within the university community as well as from other universities that were not aware that the information had been released.
 - Picked up by Associated Press, appeared in multiple national and state media outlets.

- ***Five researchers blog during trip to study plant disease management in South Africa:***
 - Release and personal pitches to targeted media; several reporters ran stories upon the team's return.

- ***America's Anniversary Garden (AAG):***
 - Release on garden contest was customized to include local Extension office information.
 - Featured in weekly papers such as mainstreetnewspapers.com, Fredericksburg.com, rockbridgeweekly.com, and Shenandoah Valley Press

- ***Researcher examines polymers created with poultry feathers:***
 - Numerous hits from publications and websites worldwide.
 - Released in March, sustained interest throughout year.

- ***New online master's degree in agriculture and life sciences:***
 - Covered by ***Collegiate Times, Roanoke Times, onthefarmradio.com, americanfarm.com***
- ***VCE and Department of Emergency Management form disaster response partnership:***
 - Release posted on Virginia Department of Emergency Management's website.
 - Stories in ***Richmond Times-Dispatch*** and ***Daily Press***.
- ***Fire ants emerging nuisance for Virginians:***
 - Release sent to state and regional media.
 - **Covered by all Virginia daily newspapers.**
- ***Small, self-controlled planes combine plant pathology and engineering:***
 - Picked up by several websites, generated media interest.
- ***Sugar-to-hydrogen technology:***
 - Global coverage, especially from international media.
- ***ExxonMobil Bernard Harris Summer Science Camp:***
 - Assisted Ed Smith in promoting the camp, two releases distributed.
 - Covered by local media outlets.
- ***Two university economists chart the advantages of historically black colleges and universities:***
 - Release distributed to national media.
 - Published in ***Chronicle of Higher Education***.
- ***Thermochemical process converts poultry litter into bio-oil:***
 - Tremendous coverage, particularly in international media.
- ***Japanese beetle may help Virginia Tech entomologists fight hemlock-killing insect:***
 - Distributed in conjunction with distribution of ***Virginia Tech Research*** magazine (was lead story).
 - Pitched to Virginia media, received significant coverage.
- ***Equine obesity study:***
 - Joint effort with VMRCVM, release distributed by Vet Med.
 - Significant coverage, mentions of Ray Geor from MARE Center.
- ***For researchers, a new facility can make all the difference:***
 - Release prepared by university development to support the campaign kickoff.

- **Deans' Forum on Health, Food, and Nutrition:**
 - Release was part of the promotion of the Forum, which drew more than 400 attendees.
- **Virginia 4-H Dairy Quiz Bowl Team wins first place at national competition, 4-H Livestock Judging Team wins national competition, and Dairy Judging Team scores top honors at intercollegiate competition:**
 - Hometowners and news releases about our team successes were distributed to state and regional agricultural media, received good coverage.
- **Two Virginia Tech studies find that housing prices fall after real estate disclosures:**
 - Picked up by several websites, including www.realtor.org and www.consumeraffairs.com.
 - Coverage from KCSN radio station in Los Angeles.
- **Forage conference will educate producers about drought-proofing pastures and Horse owners to learn about forage and grazing management during 2008 forage conference:**
 - News releases were strategically distributed to media in proximity to conference locations and to the agricultural press.
 - Both conferences are widely promoted.

Faculty in Major Media – Highlights

- **Rick Fell**, entomology, discussed the decline of the honeybee population in the United States on the **Virginia News (Radio) Network**.
- **Bob James**, dairy science, was quoted in an **AP story** about the two-headed calf. The story received international coverage.
- **Dini Miller**, entomology, was quoted in the **Los Angeles Times** (+24 other publications) about bedbugs; quoted in radio spots about fire ants on the **WTOP Radio Network** (includes Federal News Radio and Washington Post Radio); and quoted in an article about bed bugs in **U.S. News and World Report**.
- **Jim Pease**, agricultural and applied economics and **Katharine Knowlton**, dairy science were quoted in the **Chesapeake Bay Journal** about current research efforts; Pease was quoted in an **Associated Press** article about the effects of ethanol production on the environment, picked up by 25+ media outlets.
- **Justin Barone**, biological systems engineering, has had his research on poultry feather polymers highlighted in numerous media including **MSNBC**, **Science Daily**, and Canadian Plastics.

- **Percival Zhang**, biological systems engineering, has had his sugar car research picked up by media including *The Economist* and several international outlets.
- **Leanne DuBois**, Extension agent from Jamestown, was quoted in a *National Geographic* article about Jamestown related to the 400th anniversary.
- **Brad Mills**, agricultural and applied economics, was mentioned twice in the *Chronicle of Higher Education* for his research on historically black colleges and universities.
- **David Starner** and **John Fike**, crop and soil environmental sciences, were quoted in an article about switchgrass in the *Washington Post*.
- **Foster Agblevor**, biological systems engineering, received global coverage for his poultry litter bio-oil research, particularly from **international media**.
- **Jim Riddell**, Extension ANR state program leader, was quoted in an article about the drought in the *Washington Post*.
- **Novella Ruffin**, VCE child development specialist, was mentioned in the *Star-Ledger* in Newark, N.J., one of the top 20 newspapers in the country, for her parenting advice on age-appropriate holiday toys that promote learning.

Media Visits/PR Initiatives

- Continued visits and quarterly conference calls with the communications group at the Virginia Farm Bureau and expanded them to include Jeff Ishee of “On the Farm Radio” and “Virginia Farming” to pitch stories and coordinate efforts. The University Relations Visual and Broadcast Communications Dept. is also represented during these meetings.
- Counseled various units on crisis communications strategies in response to various crises across the organization.
- Continued quarterly College Editorial Board meetings 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

- “A partnership made with plants and patience” - *Outreach Now* (Spring 2007) [Lori Greiner]
- “Using nature to save the hemlocks” with sidebars “A foreign killer of native trees” and “A spiritual connection” - *Virginia Tech Research* magazine (Summer 2007) [Michael Sutphin]
- “Virginia Cooperative Extension faculty blog about trip to South Africa” - *Global University* [Michael Sutphin]

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 produced 86 features over the course of the year and distributed 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 **5 SoundLine** and **86 News Features** with topics related to work in our college.

RadiolQ spots – Radio IQ is a public radio service of Virginia Tech and Ferrum College offering BBC news and NPR talk programs to listeners in the New River Valley. A total of **13 spots** were produced in 2007.

Video:

Visual and Broadcast Communications produced **six items of video footage** on college topics that were distributed to the Virginia Farm Bureau and *Down Home Virginia* television programs and also found usage at university-level and other outlets.

Major Public Relations Activities

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:

1. Animal and Poultry Sciences newsletter
2. Biochemistry newsletter
3. Crop and Soil Environmental Sciences newsletter
4. Food Science newsletter
5. Human Nutrition, Foods and Exercise newsletter
6. Plant Pathology, Physiology, and Weed Science newsletter

Connections

The college's alumni and friends newsletter was produced twice in 2007.

Communications and marketing staff edits, designs, and produces the six-page newsletter. Its total targeted readership is 17,000. Each issue is mailed to with more than 15,000 alumni and friends and 11,000 receive the online version (currently, a number of readers receive both the printed and online versions of the newsletter).

The electronic version is available online to a broad audience at

<http://www.cals.vt.edu/news/pubs/connections/index.html>.

Innovations

The college's annual impact publication was launched in 2007. It was produced in 2006 and distributed in January to major college stakeholders and influencers. The targeted readership for the printed publication is more than 1,700. An online version is also produced and posted on the college's website at

<http://www.cals.vt.edu/news/pubs/innovations/jan2007/index.html>. Alumni receive notification of the publication via e-mail (11,000).

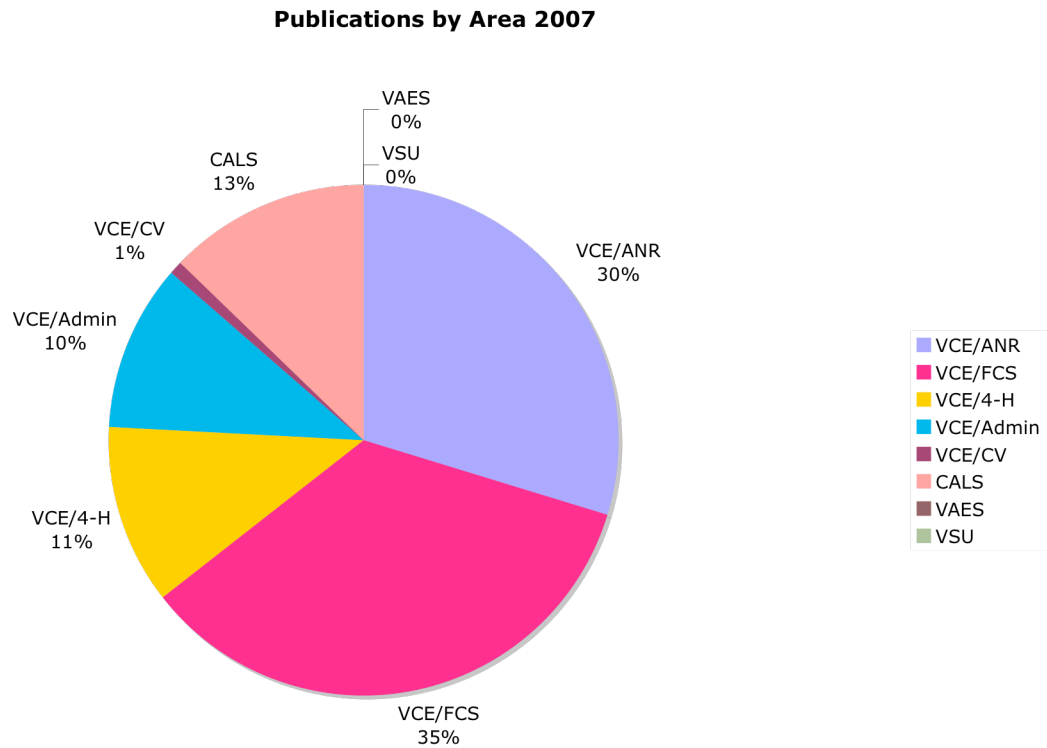
Solutions

The VCE magazine was produced for the first time in June and distributed to VCE stakeholders, volunteers, retirees, and faculty and staff as well as our Extension peers in each state. Total targeted readership is 20,000. *Solutions* is also published electronically at: <http://www.ext.vt.edu/solutions/>

Communications and Marketing Projects

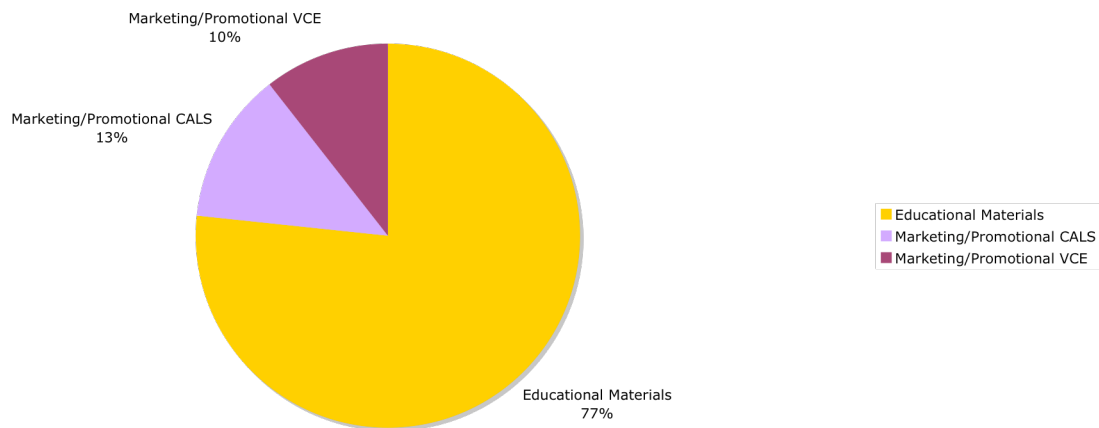
Publications/Products

The unit produced a total of 287 products during CY2007. (For a complete product listing, please see the appendix.) Products included 220 educational materials for Virginia Cooperative Extension: Agriculture and Natural Resources (85), Family and Consumer Sciences (100), Community Viability (2), and 4-H (33). The remaining 67 products were marketing projects for the College and VCE.



Of the 287 total products, 77 percent were VCE educational materials, 13 percent were marketing products for the college, and 10 percent were marketing materials for Extension.

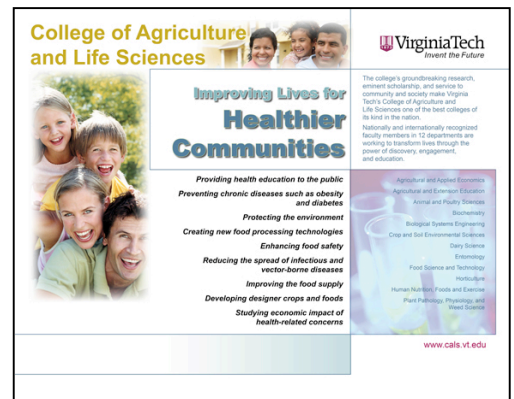
Types of Publications Projects 2007

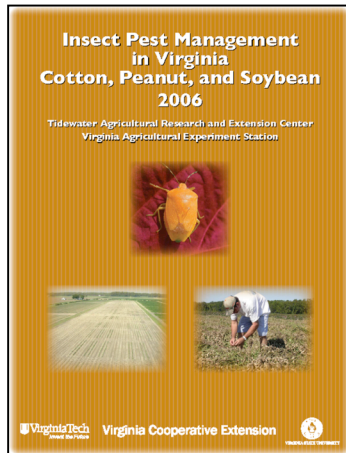


The unit produces many different types of materials. Major types of products and examples from 2007 are highlighted below.

Exhibits

Exhibits are produced for use in public settings where a quick visual impact is desired. The exhibit shown, the college exhibit with a health focus, is an example of adapting the university brand for college communications and an example of using stock photography rather than university photography.



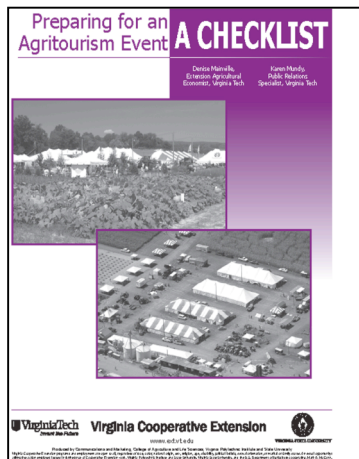
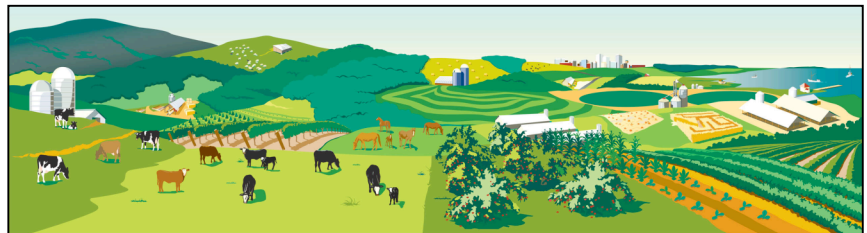


Production and field guides

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 one of the products we provide that cannot be obtained from any other unit. Our artists draw technical illustrations of specific items, such as insects, agricultural systems, and animals. The example shown is the 10’ x 30’ mural illustration produced for the Sunbelt Agricultural Expo.



VCE educational publications

As noted above, 77 percent of the publications group’s products in 2007 were comprised of 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.

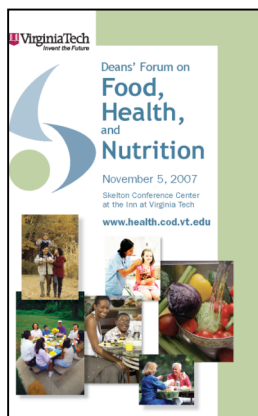


Brochures

A number of brochures were produced for various uses, including programs and special events. The example shown is the new “generic” brochure that provides an overview of FCS programs.

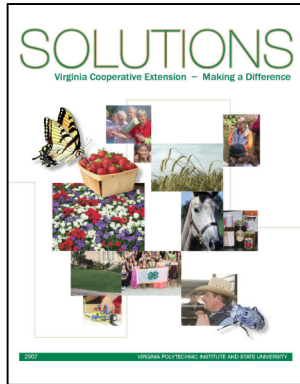
Newsletters

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 Plant Pathology and Weed Science newsletter shown.



College promotional materials

Our unit produces materials to promote special college events and activities. This year, several pieces were developed to promote the Deans’ Forum on Food, Health, and Nutrition. Shown is the event promotional flyer.



Magazines/annual reports

The Extension magazine, *Solutions*, was launched in 2007. Our unit provided all aspects for development of this piece: concept, story development and writing, photography, design, layout, and production. We also produce the college magazine *Innovations*.

Website design

Our unit provides website design services and then works closely with AHNR-IT staff to bring those designs into production as websites. This year, we developed the design for the new VCE public website, due to launch in spring/summer 2008.



Web Communications and Marketing

Web Communications and Impacts

College website

- www.cals.vt.edu – Due to server issues, our unit was not able to receive reliable Web usage data from the IT department for CY2007.



- 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 every month in 2007. 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. Due to server issues, our unit was not able to receive reliable Web usage data from the IT department for CY2007.

Virginia Agricultural Experiment Station:

- The Virginia Agricultural Experiment Station site, www.vaes.vt.edu -- Due to server issues, our unit was not able to receive reliable Web usage data from the IT department for CY2007.

Connections:

- *Connections* – the college’s alumni and friends newsletter was produced twice in 2007. 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 a total of 17,000 alumni, with more than 15,000 alumni and friends on the hard copy and 11,000 readers on the e-mail distribution list. (Currently, a number of readers receive both versions of the newsletter.) The electronic version is available online to a broad audience (URL: <http://www.cals.vt.edu/news/pubs/connections/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. **No data is available for CY2007 due to a server issue, which resulted in incomplete data for the year.**
- www.ext.vt.edu/vce – Virginia Cooperative Extension Intranet Site. The Extension Communications Manager maintains this site, with technical support provided by AHNR-IT. No data is available for CY2007 due to a server issue which resulted in incomplete data for the year.

Special Events and Other Marketing-related Activities

- Farm Bureau Board and Rural Health Committee as well as Agribusiness Council Visits
 - Coordinated visits with faculty and other two colleges involved.
 - Produced program and supporting materials for these key stakeholder audiences.
 - Helped facilitate tours.
- *Faculty and Staff Appreciation Luncheon* (June 22) – Coordinated information for, writing of, and design of program and award check for luncheon. Approximately 300 faculty and staff were in attendance.
- VA Farm Bureau Federation Board Visit and Rural Health Committee visits to campus (September 24 and 25) – Efforts included tour coordination with faculty and the two other colleges; design and production of materials for participants; and tour facilitation.

- College showcase during university's capital development campaign launch (October 20) – Effort included production of a college display on health and coordination of the entire showcase with Development staff, Special Events, and college faculty.
- VA Agribusiness Council Visit to Campus (October 25) – Efforts included tour coordination with faculty and the two other colleges; design and production of materials for participants; and tour facilitation.
- Deans' Forum on Food, Nutrition, and Health (November 5) – Effort included event planning; design and coordination of website; coordination of event logistics; internal PR; media work; and production of abstract book. Approximately 400 university faculty, staff, and graduate and undergraduate students attended the event.
- Sunbelt Agricultural Exposition -- Worked with VCE specialists, VDACS, and Virginia Farm Bureau to plan and create 30' x 80' display highlighting Virginia agriculture and the college's many innovations in the field. Designed and edited numerous pieces for the display. Over 10,000 attended the event, held in Moultrie, GA in October.

Service and Engagement Activities

Training and Presentations

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

- Unit members supported the university's central crisis communications center in response to the events of April 16 for two weeks as well as events related to the tragedy:
 - University and colleges' commencement ceremonies
 - Dedication of memorial
- One-on-one communications and marketing meetings with department heads [K. Roan]
- "Putting impact statements to work" VCE Annual Conference training for agents [K. Roan]
- "Putting impact statements to work" training for specialists [K. Roan]
- Communications and marketing update and branding/messaging information to BSE faculty [K. Roan]
- "Unit newsletter writing and production" for department newsletter coordinators [K. Roan]
- Specialist meeting [K. Roan and Linda Burcham]
- Lectures on writing news releases as well as customer service and PR to McGilliard's senior seminar class [K. Roan]
- "Acing Interviews" VCE Annual Conference presentation [L. Greiner]
- "Pixel Perfect - Getting Results with Digital Photography" VCE Annual Conference presentation [L. Burcham]
- Lectures on working with the media and mock interviews to Dr. Knowlton's class [L. Greiner]
- VCE marketing and communications presentation at VCE new faculty orientation [L. Burcham]
- "Update on Communications and Marketing" at six VCE fall district meetings [L. Burcham]
- News releases lecture for Elena Serrano's health promotion class [L. Greiner]
- Newspaper column survey to agents and specialists to gather information for 2008 VCE conference session on column writing [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]
- Deans' Forum on Food, Nutrition, and Health Planning Committee [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]
- 229 Communications Team with CNR and Vet Med communicators [L. Greiner, K. Roan]
- College Diversity Council – membership [K. Roan]
- Diversity Communications Subcommittee – leadership [K. Roan]
- Quarterly phone calls with Farm Bureau Communications Office staff and Jeff Ishee, Virginia Farming, as well as university Visual and Broadcast Communications 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]
- CALSSA [L. Greiner]
- ACE Media Relations Workshop committee [L. Greiner]
- *Living Well* newsletter committee [L. Burcham]
- ACE Leadership and Management conference calls [K. Roan]
- Editorial Team meetings [K. Roan, L. Greiner, L. Burcham, M. Sutphin, A. Correa]
- ANR Project Leaders [L. Burcham]

Conferences and Events

Unit members participated in the following conferences:

- Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE) Conference [L. Burcham, T. FisherPoff, L. Greiner]
- Society of Environmental Journalists (SEJ) 2007 Annual Conference [K. Roan]
- Several Public Relations Society of America speaker luncheons [L. Burcham, L. Greiner, K. Roan, M. Sutphin]
- Scholarship of Diversity Conference [K. Roan]
- Virginia Cooperative Extension annual conference [L. Greiner, K. Roan, M. Sutphin, L. Burcham]

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.

- Public Relations Society of America Media Pitching Workshop [L. Greiner, M. Sutphin]
- One-day design workshop with two graphic designers from Alabama Cooperative Extension [C. Cox, M. Chorba, T. FisherPoff, L. Burcham]
- Several ACE webcasts on communications topics [K. Roan]
- ACE national conference [L. Burcham, T. FisherPoff, L. Greiner]
- Virginia College Communicators Conference [M. Sutphin]
- Performance Evaluation training [K. Roan, L. Greiner]
- University Development Annual Retreat [K. Roan and L. Greiner]
- University Relations Annual Retreat [L. Greiner, K. Roan, M. Sutphin]

Unit Goals 2008

- Enhance communications and marketing processes within the organization
- Promote diversity in all communications and marketing efforts
- Promote and support academic programs and undergraduate (UG) recruitment plan
- Provide communications and marketing support for graduate academic plans
- Promote and support research and Extension efforts
- Promote the college's outreach and international programs

Challenges

The unit is optimistic that the college will continue to provide ongoing funding support for the unit's communications assistant position, which currently funded as a restricted position until the end of June 2008 and is crucial to sustaining the unit's operations.

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 and ultimately lead to a decrease in workload; and working towards providing more and more electronic templates resources to units.

The plan for developing electronic templates was created in response to needs our unit identified as a result of planning meetings and is a long-term goal for our team. Once complete, templates will enable units to continue their marketing and communications efforts at the unit level in a brand-consistent manner and hopefully help ease the need for more unit-level assistance, which frequently stretches the resources within our lean-staffed unit. (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 communications staff to Extension/college faculty/staff at 1:150.)

Academic units have also shared with us that the budget cuts are making it difficult for them to continue the production of much-needed newsletters to alumni at the department level. The readership evaluation has repeatedly shown that particularly older alumni prefer receiving communications in hard copy, as they are not online and tuned into e-mail. The omission of this important communication level could also impact the college's fund-raising efforts with this cohort of supporters.

Web-based and other electronic communications efforts are another area that units in the college embrace and recognize as vital to student as well as faculty recruitment efforts but feel stretched to maintain at an adequate level. We continue 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 (purchased during 2007 and being implemented in 2008) 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. We continue to do our share, along with the college's IT staff, to provide tools and training to our units to enable them to stay up-to-date on this vital communications platform.

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Pub No.	Title	Prog.	Author/Contact	Type
303-104	The Virginia GIS County Data Series	ANR	John McGee	EM
303-105	Mind Over Metadata	ANR	John McGee	EM
303-106	Virginia Metadata Resource Handbook Cover	ANR	John McGee	EM
303-201	Terrain Navigator: A User Guide	ANR	John McGee	EM
303-202	GPS Utility: A User Guide	ANR	John McGee	EM
303-203	U.S. Photo Maps: A User Guide	ANR	John McGee	EM
303-204	The Garmin eTrex Legend	ANR	John McGee	EM
348-007	Is it Done Yet? Magnet	FCS	Melanie Wenrich	EM
348-271	HWHK: What should I do if my child is underweight?	FCS	Elena Serrano	EM
348-272	HWHK: What should I do if my child has poor body image	FCS	Elena Serrano	EM
348-273	HWHK: How to tell if child is overweight?	FCS	Elena Serrano	EM
348-273	HWHK: How to tell if child is overweight?	FCS	Elena Serrano	EM
348-275	How VCE is Addressing Childhood Overweight	FCS	Elena Serrano	EM
348-302	Smart Choices for Young Families Newsletter—February	FCS	Mary McFerren	EM
348-303	Smart Choices for Young Families Newsletter: March	FCS	Mary McFerren	EM
348-304	Smart Choices for Young Families Newsletter—April	FCS	Melanie Wenrich	EM
348-305	Smart Choices for Young Families Newsletter — June	FCS	Mary McFerren	EM
348-306	Smart Choices for Young Families — June	FCS	Mary McFerren	EM
348-307	Smart Choices for Young Families – July	FCS	Melanie Wenrich	EM
348-307S	Smart Choices for Young Families– July–Spanish	FCS	Melanie Wenrich	EM
348-308	Smart Choices for Young Families – August	FCS	Melanie Wenrich	EM
348-308S	Smart Choices for Young Families–August–Spanish	FCS	Melanie Wenrich	EM
348-309	Smart Choices for Young Families – September	FCS	Melanie Wenrich	EM
348-310	Smart Choices for Young Families — October	FCS	Melanie Wenrich	EM
348-310	Smart Choices for Young Families – October	FCS	Melanie Wenrich	EM
348-311	Smart Choices for Young Families – November	FCS	Melanie Wenrich	EM
348-311S	Smart Choices for Young Families Newsletter–Nov–Span	FCS	Melanie Wenrich	EM
348-312	Smart Choices for Young Families – December	FCS	Melanie Wenrich	EM
348-509	Finding Your Way to a Healthier You	FCS	Mary McFerren	EM
348-556	Suppers Made Simple: Introduction	FCS	Elena Serrano	EM
348-557	Suppers Made Simple: Background and Planning	FCS	Elena Serrano	EM
348-558	Suppers Made Simple: Kitchen Safety	FCS	Elena Serrano	EM
348-559	Suppers Made Simple: Cleanup Team Assignments	FCS	Elena Serrano	EM
348-560	Suppers Made Simple: Over the Rainbow	FCS	Elena Serrano	EM
348-561	Suppers Made Simple: Southern Supper	FCS	Elena Serrano	EM
348-562	Suppers Made Simple: South of the Border	FCS	Elena Serrano	EM
348-563	Suppers Made Simple: A Taste of Italy	FCS	Elena Serrano	EM
348-564	Suppers Made Simple: Soup’s On!	FCS	Elena Serrano	EM
348-565	Suppers Made Simple: Bon Appetit	FCS	Elena Serrano	EM
348-566	Suppers Made Simple: Pizza Bonanza	FCS	Elena Serrano	EM

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Pub No.	Title	Prog.	Author/Contact	Type
348-567	Suppers Made Simple: Sandwich Buffet	FCS	Elena Serrano	EM
348-573	Smart Choices for Seniors Newsletter — March	FCS	Mary McFerren	EM
348-574	Smart Choices for Seniors Newsletter–April	FCS	Mary McFerren	EM
348-575	Smart Choices for Seniors Newsletter–May	FCS	Mary McFerren	EM
348-576	Smart Choices for Seniors Newsletter–June	FCS	Mary McFerren	EM
348-579	Smart Choices for Seniors – September	FCS	Melanie Wenrich	EM
348-580	Smart Choices for Seniors – October	FCS	Melanie Wenrich	EM
348-581	Smart Choices for Seniors – November	FCS	Melanie Wenrich	EM
348-596	Freezing Fruits and Vegetables	FCS	Renee Boyer	EM
348-620	Plan: Know What’s for Dinner	FCS	Mary McFerren	EM
348-620S	Plan: Know What's for Dinner – Spanish	FCS	Mary McFerren	EM
348-621	Shop: Get the Best for Less	FCS	Mary McFerren	EM
348-621S	Shop: Get the Best for Less – Spanish	FCS	Mary McFerren	EM
348-622	Shop for Value, Check the Facts	FCS	Mary McFerren	EM
348-622S	Shop for Value: Check the Facts – Spanish	FCS	Mary McFerren	EM
348-623	Plan, Shop, Fix, and Eat	FCS	Mary McFerren	EM
348-623S	Plan, Shop, Fix, and Eat – Spanish	FCS	Mary McFerren	EM
348-624	Smart Size Your Portions	FCS	Mary McFerren	EM
348-624S	Smart Size Your Portions – Spanish	FCS	Mary McFerren	EM
348-625	Fix It Safe	FCS	Mary McFerren	EM
348-625S	Fix it Safe – Spanish	FCS	Mary McFerren	EM
348-626	Home Food Safety Inspection	FCS	Mary McFerren	EM
348-626S	Home Food Safety Inspection—Spanish	FCS	Mary McFerren	EM
348-627	Choosing More Fruits and Vegetables	FCS	Mary McFerren	EM
348-627S	Choosing More Fruits and Vegetables—Spanish	FCS	Mary McFerren	EM
348-628	Making Smart Breakfast Choices	FCS	Mary McFerren	EM
348-628S	Making Smart Breakfast Choices—Spanish	FCS	Mary McFerren	EM
348-629	Making Smart Lunch Choices	FCS	Mary McFerren	EM
348-629S	Making Smart Lunch Choices—Spanish	FCS	Mary McFerren	EM
348-630	Making Smart Choices When Eating Out	FCS	Mary McFerren	EM
348-630S	Making Smart Choices When Eating Out—Spanish	FCS	Mary McFerren	EM
348-631	Fast Food Survival Guide	FCS	Mary McFerren	EM
348-631S	Fast Food Survival Guide—Spanish	FCS	Mary McFerren	EM
348-632	Making Smart Drink Choices	FCS	Mary McFerren	EM
348-632S	Making Smart Drink Choices—Spanish	FCS	Mary McFerren	EM
348-633	Simple Solutions to Help You and Your Family Watch Less Television	FCS	Mary McFerren	EM
348-633S	Simple Solutions to Help You and Your Family Watch—Spanish	FCS	Mary McFerren	EM
348-634	The More You Do The Better For You	FCS	Mary McFerren	EM
348-634S	The More You Do, the Better for You—Spanish	FCS	Mary McFerren	EM
348-635	Activities to Remember	FCS	Mary McFerren	EM
348-635S	Activities to Remember–Spanish	FCS	Mary McFerren	EM
348-636	Choosing to Move More Throughout the Day	FCS	Mary McFerren	EM
348-636S	Choosing to Move More Throughout the Day–Spanish	FCS	Mary McFerren	EM
Pub No.	Title	Prog.	Author/Contact	Type

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348-637	MyPyramid: Steps to A Healthier You Handout	FCS	Mary McFerren	EM
348-637S	MyPyramid: Steps to a Healthier You—Spanish	FCS	Mary McFerren	EM
348-638	Encourage Your Child to Eat Smart	FCS	Mary McFerren	EM
348-638S	Encourage Your Child to Eat Smart & Move More—Spanish	FCS	Mary McFerren	EM
348-639	Development of Infant Feeding Skills	FCS	Mary McFerren	EM
348-639S	Development of Infant Feeding Skills—Spanish	FCS	Mary McFerren	EM
348-640	Benefits of Breastfeeding	FCS	Mary McFerren	EM
348-640S	Benefits of Breastfeeding—Spanish	FCS	Mary McFerren	EM
348-641	Eat Smart and Move More for a Healthy Pregnancy	FCS	Mary McFerren	EM
348-641S	Eat Smart & Move More for a Healthy Pregnancy — Spanish	FCS	Mary McFerren	EM
348-642	My Thoughts About Breastfeeding	FCS	Mary McFerren	EM
348-642S	My Thoughts About Breastfeeding — Spanish	FCS	Mary McFerren	EM
348-672	Keep You and Your Family Lean with Lean Protein	FCS	Melanie Wenrich	EM
348-720	Fruit: How Much do I Need?	FCS	Melanie Wenrich	EM
348-739	Spice it Up!	FCS	Melanie Wenrich	EM
348-970	4-H EFNEP/SCNEP Lesson Log- Pre-K and K	FCS	Mary McFerren	EM
354-066	Renter's Rights and Responsibilities: The Basics	FCS	Celia Hayhoe	EM
354-080	What Young Adults Need to Know About Money	FCS	Celia Hayhoe	EM
360-005	4-H EFNEP/SCNEP Lesson Log K-8	FCS	Melanie Wenrich	EM
360-023	EFNEP/SCNEP Adult Lesson Log	FCS	Melanie Wenrich	EM
360-095S	Adult EFNEP/SCNEP Family Record—Spanish	FCS	Mary McFerren	EM
360-101	EFNEP/SCNEP Calendar 2008	FCS	Melanie Wenrich	EM
380-020	Exploring Plants & Soils – It's More than Just Dirt	4-H	Billie Cline	EM
380-021	Exploring Plants & Soils – Stems and Stamens	4-H	Billie Cline	EM
380-022	Exploring Plants & Soils – Sprouting Out & Growing Up	4-H	Billie Cline	EM
380-128	4-H Science Fair Project Presentation and Display	4-H	Kathleen Jamison	EM
388-002	4-H Member Enrollment	4-H	Tonya Taylor	EM
388-061	4-H Presentations Tip Sheet	4-H	Kathleen Jamison	EM
388-083	4-H Certificate of Recognition	4-H	Kathleen Jamison	EM
388-100	Benefits of 4-H Youth Camping – Northern VA	4-H	Chris Smith	EM
388-101	Benefits of 4-H Youth Camping – Skelton	4-H	Chris Smith	EM
388-102	Benefits of 4-H Youth Camping	4-H	Chris Smith	EM
388-103	Benefits of 4-H Camping – Jamestown	4-H	Chris Smith	EM
388-104	Benefits of 4-H Camping – SW VA	4-H	Chris Smith	EM
388-105	Benefits of 4-H Camping – Holiday Lake	4-H	Chris Smith	EM
388-106	Benefits of 4-H Camping – Airfield	4-H	Chris Smith	EM
388-107	Benefits of 4-H Youth Camping	4-H	Chris Smith	EM
388-562	Virginia 4-H Camping Handbook	4-H	Barry Garst	EM
388-570	Learn By Doing	4-H	Kathleen Jamison	EM
388-585	Move Over World Brochure	4-H	Kathleen Jamison	EM
388-801	Beginning of Life SOL	4-H	Kathleen Jamison	EM
388-808	Scientific Inquiry – School Enrichment	4-H	Kathleen Jamison	EM
388-903	Character Counts Poster	4-H	Tonya Taylor	EM
Pub No.	Title	Prog.	Author/Contact	Type
388-906	4-H Health History Report Form	4-H	Kathleen Jamison	EM

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400-018	Calving Emergencies in Beef Cattle	ANR	Nancy Currin	EM
400-304	Mycoplasma in Beef Cattle	ANR	Nancy Currin	EM
400-460	Zoonotic Diseases of Cattle	ANR	Nancy Currin	EM
400-465	Anaplasmosis in Beef Cattle	ANR	Nancy Currin	EM
404-354	Feeding Protein to Meet Requirements...	ANR	Charlie Stallings	EM
404-700	Dairy Extension Publications Index	ANR	Bennett Cassell	EM
406-007	Feeding and Management of Weanling Horses for Healthy Skeletal Development	ANR	Shea Porr	EM
406-099	4-H Progressive Riding Series, Unit 4, Horsemaster	4-H	Celeste Crisman	EM
406-125	4-H Horse Project Registration	4-H	Celeste Crisman	EM
406-308	Health Care for Horses	ANR	N Currin	EM
406-477	Nutritional Supplementation of Horses on Pasture in VA	ANR	Shea Porr	EM
408-027	Beginning of Life: Record Book	4-H	Curtis Novak	EM
408-029	Beginning of Life: Leader's Guide	4-H	Curtis Novak	EM
408-030	The Egg-Citing Egg Project Book	4-H	Curtis Novak	EM
408-031	The Egg-Citing Egg Leaders Guide	4-H	Curtis Novak	EM
408-032	A Brighter Idea: Eggs! Project Book	4-H	Curtis Novak	EM
408-042	Poultry Yearly Plan and Record Book	4-H	Curtis Novak	EM
408-287	Chick-N-Que	4-H	Curtis Novak	EM
410-018	Club Lamb Fungus	ANR	Nancy Currin	EM
420-050	Living with Coyotes in the Greater Wash. Metro Area	ANR	Jim Parkhurst	EM
420-135	Virginia Forest Landowner Brochure	ANR	Jennifer Gagnon	EM
420-139	Sustainable Forestry: A Guide for Virginia Forest Landowners	ANR	Jennifer Gagnon	EM
420-320	Invasive Exotic Plant Species ID & Mgmt	ANR	Matthew Yancey	EM
420-321	Invasive Exotic Plant Species - Autumn Olive	ANR	Matthew Yancey	EM
420-322	Invasive Exotic Plant Species - Ailanthus	ANR	Matthew Yancey	EM
420-323	Invasive Exotic Plant Species - Honeysuckle	ANR	Matthew Yancey	EM
423-401	Tomato Variety Trial, 2006	ANR	Janet Spencer	EM
424-001	Small Grains in 2007	ANR	Liz Rucker	EM
424-024	Growing Bread Wheat in the Mid-Atlantic	ANR	Wade Thomason	EM
424-031	VA Corn Hybrid and Management Trials 2007 (Cover)	ANR	Wade Thomason	EM
424-031	Virginia Corn Hybrid and Management Trials 2006	ANR	Wade Thomason	EM
424-037	Virginia Corn Silage Testing Program 2006	ANR	Wade Thomason	EM
424-038	2006 Virginia On-Farm Corn Test Plots	ANR	Wade Thomason	EM
424-050	Virginia Tech On-Farm Wheat Test Plots	ANR	Keith Balderson	EM
424-107	Virginia Soybean Variety Evaluation Tests 2006	ANR	David Holshouser	EM
424-202	2006 Peanut and Cotton Research Evaluations	ANR	Joel Faircloth	EM
424-232	Effect of Planting Date and Plant Populations on Growth	ANR	Pat Phipps	EM
424-234	Evaluation of Chemicals and Variety Selection for Control of Nematodes	ANR	Pat Phipps	EM
424-236	Applied Research on Field Crop Disease Control 2006	ANR	P.M. Phipps	EM

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Pub No.	Title	Prog.	Author/Contact	Type
424-300	Cotton Production Guide — 2007	ANR	Joel Faircloth	EM
426-020	Container and Raised-Bed Gardening	ANR	Alex Niemiera	EM
426-080	Invasive Plants—A Horticultural Perspective	ANR	Alexander Niemiera	EM
426-087	Effect of Landscape Plants on Perceived Home Value	ANR	Alex Niemiera	EM
426-100	Indoor Plant Culture	ANR	Alex Niemiera	EM
426-230	America's Anniversary Garden Contest Poster	ANR	Joyce Latimer	EM
426-231	America's Anniversary Garden Contest Flyer	ANR	Joyce Latimer	EM
426-331	Vegetable Planting Dates	ANR	Joyce Latimer	EM
426-701	Shrubs: Functions, Planting, Maintenance	ANR	Alex Niemiera	EM
426-702	Planting Trees in Your Landscape	ANR	Alex Niemiera	EM
426-712	Conserving Energy with Landscaping	ANR	Alex Niemiera	EM
426-714	Diagnosing Plant Problems	ANR	Alex Niemiera	EM
426-841	Tree Fruit in the Home Garden	ANR	Joyce Latimer	EM
430-210	How to Kill a Tree	ANR	Bonnie Appleton	EM
436-048	2007 Flue-Cured Tobacco Production Guide	ANR	David Reed	EM
442-083	Arthritis and Farming	ANR	Bobby Grisso	EM
442-201	Evaluation of Household Water Quality: Buckingham/Cumberland	ANR	Brian Benham	EM
442-457	Planter/Drill Considerations for Conservation Tillage Systems	ANR	Robert Grisso	EM
442-508	Precision Farming Tools: Soil Electrical Conductivity	ANR	Bobby Grisso	EM
442-884	Fuel Ethanol	ANR	Zhiyou Wen	EM
444-009	Bean Leaf Beetle Mgmt in Snap Beans	ANR	Tom Kuhar	EM
444-109	Slugs in Field Corn	ANR	Rod Youngman	EM
444-380	Insect Pest Management in Cotton, Peanut & Soybean 2006	ANR	Ames Herbert	EM
446-047	2007 Farm Business Management Crop Budgets	ANR	Gordon Groover	EM
448-501	Preparing for an AgriTourism Event	ANR	Denise Mainville	EM
448-501	Preparing for an AgriTourism Event	ANR	Denise Mainville	EM
448-505	Using the Internet for Direct Marketing	ANR	Denise Mainville	EM
450-719	Anthraco nose on Snap Bean	ANR	Elizabeth Bush	EM
450-721	Brown Rot on Peach and Other Stone Fruit	ANR	Elizabeth Bush	EM
450-725	Reducing Pesticide Use in the Home Lawn and Garden	ANR	Elizabeth Bush	EM
452-230	Mid-Atlantic Composting Directory	ANR	Kathryn Haering	EM
452-230	Mid-Atlantic Composting Directory	ANR	Kathryn Haering	EM
452-717	Soil Test Note #17	ANR	Steve Heckendorn	EM
452-718	Soil Test Note #18	ANR	Steve Heckendorn	EM
452-719	Soil Test Note #19	ANR	Steve Heckendorn	EM
456-016	Pest Management Guide Field Crops 2008	ANR	Herbert/Hagood	EM
456-017	Pest Management Guide Hort & Forest Crops 2008	ANR	Herbert/Hagood	EM
456-018	Pest Management Guide Home Grounds 2008	ANR	Herbert/Hagood	EM
456-219	Aquatic Pest Control	ANR	Susan Nessler	EM
456-419	2007 Spray Bulletin for Tree Fruits	ANR	Doug Pfeiffer	EM
465-101	Safeguarding Animal Health Poster	ANR	Jim Riddell	EM
465-210	Safeguarding Animal Health: Equine Poster	ANR	Jim Riddell	EM

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Pub No.	Title	Prog.	Author/Contact	Type
465-212	NAIS Equine Fact Sheet	ANR	Celeste Crisman	EM
465-213	Questions and Answers on Horses and NAIS	ANR	Celeste Crisman	EM
490-034	VCE Business Reply Postcard	VCE/Admin	Linda Burcham	MP/VCE
490-035	VCE 1st Class Postcards	VCE/Admin	Linda Burcham	MP/VCE
490-045	VCE Letterhead	VCE/Admin	Linda Burcham	MP/VCE
490-050	FCS Generic Brochure	FCS	Linda Burcham	EM
490-050	FCS Generic Brochure	FCS	Karen Gehrt	MP/VCE
490-112	VCE Tri-fold Brochure Template	VCE/Admin	Linda Burcham	MP/VCE
490-145	VCE Pocket Folder	VCE/Admin	Linda Burcham	MP/VCE
490-145	VCE Pocket Folders	VCE/Admin	Linda Burcham	MP/VCE
490-147	VCE Org Chart	VCE/Admin	Linda Burcham	MP/VCE
490-152	Attendance Log	VCE/Admin	Joe Hunnings	EM
490-153	Learning Groups Log	VCE/Admin	Joe Hunnings	EM
490-155	Mailing List Log	VCE/Admin	Joe Hunnings	EM
490-156	Civil Rights Compliance of VCE Volunteer Orgs and Clubs	VCE/Admin	Joe Hunnings	MP/VCE
490-850	Program Participant Self-Reporting Form	VCE/Admin	Joe Hunnings	EM
490-851	Extension Contacts Reporting Factsheet	VCE/Admin	Joe Hunnings	EM
490-852	Observer-Collected Contacts Log	VCE/Admin	Joe Hunnings	EM
490-853	VCE Daily Contacts and Travel Log	VCE/Admin	Joe Hunnings	EM
490-854	Support Staff Contacts Log	VCE/Admin	Joe Hunnings	EM
490-904	NEAT Program Manual	VCE/Admin	Judith Jones	MP/VCE
900-307	CALS Organizational Chart	CALS	Kerstin Roan	MP/CALS
900-309	Faculty/Staff Awards Luncheon Program 2007	CALS	Liz Guinn	MP/CALS
900-311	2007 Holiday Card	CALS	Sheila Norman	MP/CALS
900-312	CSI Legislative handout, CALS	CALS	Kerstin Roan	MP/CALS
900-317	Innovations, Winter 2006	CALS	Lori Greiner	MP/CALS
900-318	Winter 2006 Connections	CALS	Lori Greiner	MP/CALS
900-320	Connections Fall 2007	CALS	Lori Greiner	MP/CALS
900-321	Deans' Forum Book of Abstracts	CALS	Kerstin Roan	MP/CALS
900-402	Center for Farm & Ag-business Mgmt Brochure	CALS	Vernon Meacham	MP/CALS
900-508	APSC Newsletter, Winter 2007	CALS	Lori Greiner	MP/CALS
900-509	HNFE Happenings 2007	CALS	Carol Papillon	MP/CALS
900-510	FST Newsletter	CALS	Susan Sumner	MP/CALS
900-511	APS Newsletter	CALS	Anne Dunnington	MP/CALS
900-512	PPWS Newsletter	CALS	Elizabeth Bush	MP/CALS
NP0566	New Student Orientation Display Background	CALS	Bobbie Potter	MP/CALS
NP0570	Certified County Supervisor Brochure	CV	Scott Tate	EM
NP0586	CALS Water Bottle Artwork	CALS	Lori Greiner	MP/CALS
NP0608	Peanut Variety Covers	ANR	Pam Copeland	EM
NP0617	VCE Annual Staff Conference Program	VCE/Admin	Leah Delp	MP/VCE
NP0669	2007 Swiger Award Winner Poster	CALS	Lori Greiner	MP/CALS
NP0685	2007 4-H Congress Logo and T-Shirt	4-H	Tonya Taylor	EM
NP0690	VCE Business Cards, February 2007	VCE/Admin	Linda Burcham	MP/VCE
NP0695	Garden Gala Invitations 2007	CALS	Holly Scoggins	MP/CALS
NP0696	Garden Gala Flyer 2007	CALS	Holly Scoggins	MP/CALS

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Pub No.	Title	Prog.	Author/Contact	Type
NP0697	Garden Gala 1/3 Sheets 2007	CALS	Holly Scoggins	MP/CALS
NP0698	Farm Bureau Visit — Bios	CALS	Kerstin Roan	MP/CALS
NP0699	Farm Bureau Visit — Program	CALS	Kerstin Roan	MP/CALS
NP0700	Farm Bureau Visit — Health Handout	CALS	Kerstin Roan	MP/CALS
NP0701	Farm Bureau Visit — Biotech Handout	CALS	Kerstin Roan	MP/CALS
NP0702	VCE Business Cards, April 2007	VCE/Admin	Linda Burcham	MP/VCE
NP0705	Virginia Farm Bureau Board and Guest Tour Agenda	CALS	Kerstin Roan	MP/CALS
NP0706	Industry and Academia Flyer	CALS	Vernon Meacham	MP/CALS
NP0707	Flyers for Congressional Visit	VCE/Admin	Mark McCann	MP/VCE
NP0710	Jocelyne Couture-Nowak Ad	CALS	Kerstin Roan	MP/CALS
NP0712	Industry and Academia Program	CALS	Vernon Meacham	MP/CALS
NP0713	Recruitment Ad for Tennessee	CALS	Martin Daniel	MP/CALS
NP0715	Maps of Campus Facilities	CALS	Linda Burcham	MP/CALS
NP0716	Big Checks for Faculty/Staff Winners	CALS	Sheila Norman	MP/CALS
NP0717	Admin Bios for Farm Bureau	CALS	Kerstin Roan	MP/CALS
NP0718	VCE Business Cards, June 2007	VCE/Admin	Linda Burcham	MP/VCE
NP0719	Dean's Forum Website Design	CALS	Kerstin Roan	MP/CALS
NP0720	Weekly Reader Plaque & Certificates	ANR	Dave Close	EM
NP0721	VCE Business Cards July 07	VCE/Admin	Linda Burcham	MP/VCE
NP0722	4-H Sign Design	4-H	Katie Lafon	EM
NP0723	Deans' Forum Poster	CALS	Kerstin Roan	MP/CALS
NP0724	CD Label for 2007 Crop Enterprise Budgets	ANR	Gordon Groover	EM
NP0725	Virginia Metadata Toolkit CD Label	ANR	John McGee	EM
NP0726	August 2007 Business Cards	VCE/Admin	Linda Burcham	MP/VCE
NP0727	VCE Business Cards, Sept. 2007	VCE/Admin	Linda Burcham	MP/VCE
NP0730	Visual for VCE Funding Mix	VCE/Admin	Linda Burcham	MP/VCE
NP0731	Deans' Forum Agenda	CALS	Kerstin Roan	MP/CALS
NP0732	CALS Legislative Handouts	CALS	Kerstin Roan	MP/CALS
NP0733	VCE Business Cards, Oct. 2007	VCE/Admin	Linda Burcham	MP/VCE
NP0734	Industry & Academia Flyer	CALS	Vernon Meacham	MP/CALS
NP0735	Logo for Innovative Leadership Program	CV	Martha Walker	EM
NP0739	VCE Business Cards, Nov. 2007	VCE/Admin	Linda Burcham	MP/VCE
NP0741	4-H Donor Letter	VCE/Admin	Vernon Meacham	MP/VCE
NP0742	Healthy Weights for Healthy Kids Donor Flyer	VCE/Admin	Mark McCann	MP/VCE