FUNCTIONS CHART

Internal and External Relations is part of the Dean's Office. It includes SHRS staff members and staff assigned by the Medical and Health Sciences Foundation (MHSF).

Patty Kummick, Executive Director, pkummick@pitt.edu

- Creating, refining and leading SHRS marketing and constituent relations plans
- Implementing and analyzing data-driven research including assessments, surveys and focus groups to identify climate, trends and best practices related to market dynamics
- Directing schoolwide engagement activities/events (SHRS Anniversary and awards ceremonies, etc.)
- Implementing and coordinating outreach activities such as Community Engagement Center Wellness Pavilion
- Administering new or proposed constituent-related initiatives, activities, engagement of multiple audiences
- Executing and producing FACETS magazine, SHRS Annual Report and other similar publications
- Organizing and producing Dean’s engagement activities
- Planning and initiating staff development programming

Natalie Baney, Director, nbaney@pitt.edu

- Implementing and managing marketing communication tactics to enhance the reputation and visibility of SHRS; managing the SHRS brand
- Maintaining and updating content and organization of SHRS Website
- Developing and managing SHRS’s social media content and campaigns
- Recommending and implementing new marketing communication and social media platforms
- Compiling and analyzing reports on marketing results
- Creating communications pieces, collateral materials, announcements, invitations, and advertisements
- Recommending and approving promotional items; promoting events, activities and initiatives
- Coordinating various methods of message delivery
- Serving as faculty and staff resource of Pitt and SHRS communications policies and guidelines

Greta Daniels, Director, grd17@pitt.edu

- Developing a pipeline of donor prospects of varying capacities through research, engagement and dean/chair/director/faculty involvement
- Cultivating donor prospects based on interests, capacity and affinity to give
- Soliciting donor prospects through written and direct proposals and appeals
- Stewarding donors individually and collectively with targeted engagements
- Planning, developing, implementing and evaluating fundraising events, projects and programs including Day of Giving and crowdfunding campaigns
- Segmenting audiences, crafting appeals and evaluating results for annual giving campaigns
- Managing donor acknowledgement initiatives
- Developing and coordinating scholarship acknowledgement systems

Assigned to SHRS by the MHSF
Nicole Skellie, Manager, skellieny@pitt.edu
- Engaging, motivating and recruiting students to SHRS through a variety of platforms and outlets
- Exploring and evaluating recruitment opportunities for best fits for SHRS programs
- Representing SHRS at career/college fairs, student conferences and recruitment events
- Serving as SHRS liaison at Pitt recruitment programs/events
- Initiating, planning and hosting SHRS Open House and Virtual Open House events
- Engaging departments/programs in student recruitment initiatives

Assigned to SHRS by the MHSF

Emily Mente, Coordinator, emm191@pitt.edu
- Engaging multigenerational alumni and current students to add value to their Pitt experience
- Developing, managing, conducting and evaluating alumni events and interactions
- Creating opportunities for alumni to experience today’s SHRS through faculty/student contact
- Providing content in the form of story leads, announcements, news items for alumni networking vehicles
- Managing alumni databases and retrieving lists and demographics
- Responding to alumni requests, inquiries and needs
- Identifying potential alumni donors for further cultivation/solicitation

Brian Bayer, Administrative Assistant, brianbayer@pitt.edu
- Analyzing and organizing office operations
- Addressing inquiries via internet, mail, telephone, face-to-face contact
- Entering and manipulating data on alumni and donor information system
- Generating text and photos to support announcements, invitations, promotional copy, electronic screens content and social media messages
- Scheduling meetings/appointments; coordinating travel arrangements
- Assisting with special events and projects

Questions? Need help with a project involving one or more of these areas?
Fill out our Project Request Form under Resources on the SHRS website and your request will be sent to the team for review and action.