



# 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).

## INTERNAL & EXTERNAL RELATIONS

### Patty Kummick, Executive Director, [pkummick@pitt.edu](mailto: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

## COMMUNICATIONS

### Natalie Baney, Director, [nbaney@pitt.edu](mailto: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

Assigned to SHRS by the MHSF

## DEVELOPMENT

### Greta Daniels, Director, [grd17@pitt.edu](mailto: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

## SHRS INTERNAL AND EXTERNAL RELATIONS FUNCTIONS CHART

## ADMINISTRATIVE ASSISTANCE

### **Brian Bayer, Administrative Assistant, [brianbayer@pitt.edu](mailto: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.

## ALUMNI RELATIONS

### **Emily Mente, Coordinator, [emm191@pitt.edu](mailto: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

Assigned to SHRS by the MHSF

## RECRUITMENT

### **Nicole Skellie, Manager, [skellieny@pitt.edu](mailto: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

## SHRS INTERNAL AND EXTERNAL RELATIONS FUNCTIONS CHART, CONT.