



What is the Office of Communications (OOC)?

The Office of Communications (a team within the Office of the Dean in the Bauer College) is the central dissemination unit for the college. The team handles both internal and external communication, promoting activities of faculty, staff and students, while keeping donors, alumni, prospective students, media and the community up to date on Bauer College.

The award-winning team includes wide-ranging, cross-media experience in a variety of corporate, agency, creative design, non-profit and higher education sectors. For more information, visit www.bauer.uh.edu/comm.



Web Development

The Office of Communication's two web developers are charged with updating existing pages, as well as creating new pages and e-communications, on the Bauer.uh.edu website. Web requests can be made through the Bauer Help Desk system. (www.bauer.uh.edu/helpdesk).



Videography

The Office of Communications has a dedicated videographer that captures events and also creates features on students, faculty and alumni. Some of our series include Faculty Focus, Alumni in Action and Student Success. Video requests can be made through the Bauer Help Desk system (www.bauer.uh.edu/helpdesk).



Graphic Design

The Office of Communications has two dedicated graphic designers who create materials such as brochures, ads, event flyers and invitations to name a few. Graphic Design requests can be made through the Bauer Help Desk system (www.bauer.uh.edu/helpdesk).



Photography

Through our dedicated photographer, we capture events and also formal portraits to be used for college communication pieces (web, print, video). Photography requests can be made through the Bauer Help Desk system (www.bauer.uh.edu/helpdesk).



Media Relations

Our media relations representative is responsible for pitching engaging stories and upcoming events to the press. Contact Jessica Navarro, Director of Communications (jnavarro@bauer.uh.edu) or Danielle Ponder, media relations representative (dnponder@bauer.uh.edu) to work out the best strategy for sharing your story with the media.



Social Media

The Office of Communications is in charge of all official social media accounts for the college on Facebook, Twitter, Instagram, Pinterest, YouTube and LinkedIn. Our accounts have an established history with users of frequent and relevant updates, along with large numbers of followers and members, and our office has the capacity to keep these accounts current and robust. Contact Carolyn Shaffer, social media coordinator, to share your events at cshaffer@bauer.uh.edu.



Editorial

In addition to visually capturing events and success stories, the Office of Communications offers editorial coverage through its team of writers. The content created can be showcased in a number of ways, including online and in print. Contact Jessica Navarro, Director of Communications (jnavarro@bauer.uh.edu) for your editorial requests.



Bauer Brand Review

The Bauer Ad Approval Team follows the same standards as the UH Central brand review team for submissions. Handling this process in-house offers several advantages to you, including a consistent group of staff working with you from the beginning of the project (design and creation) through the end (ad approval), if your piece is created by the Bauer College Office of Communications. To submit your piece to ad approval, contact adapproval@bauer.uh.edu, or if you have any questions about the process, contact Jessica Navarro, Director of Communications at jnavarro@bauer.uh.edu.