Department of Marketing and Communication

Tammy Hedges
Executive Vice President for University Relations
901.678.2843  |  theedges@memphis.edu

Holly Snyder
Director of Digital Communications
901.678.2333  |  hrowsey@memphis.edu
New UofM Commercial

https://youtu.be/INT4TnSt37c
Business Card Options

Preferred

Option for Faculty

Lambuth
(Horizontal and Vertical Options Available)

Optional Full-Bleed Back

Business Cards available through Tiger Copy & Graphics
For Faculty or Staff Use:
Tom Tiger
Title | Optional Secondary Title
Department Title if needed

The University of Memphis
100 Administration Building
Memphis, TN 38152
901.678.1234 | memphis.edu

For Faculty Use ONLY:
Tom Tiger
Faculty Member, Name of College

The University of Memphis
100 Administration Building
Memphis, TN 38152
901.678.2234 | memphis.edu

For Lambuth Use Only:
Tom Tiger
Title | Lambuth Campus

The University of Memphis
123 Lambuth Boulevard
Jackson, TN 38301
731.425.1234 | memphis.edu/lambuth

For Athletic Use ONLY:
Tom Tiger
Insert Title Here | Optional Secondary Title

The University of Memphis Athletics
123 Athletics Building
Memphis, TN 38152
901.678.1234 | gotigersgo.com

View full instructions and copy template at https://www.memphis.edu/emailsignatures/

For additional support, contact Holly Snyder at hrowsey@memphis.edu.
Email Signatures: Guidelines for Use

• The email signatures are provided for use by all faculty and staff.

• Content within the signature can be edited, but no additions (i.e. "Think before you print") can be made. The template cannot be altered.

• Can include cell or fax # in place of website

• A title can extend to two lines, but the text to the right of the logo (between the lines) must be limited to the 4 lines as shown.
Email Guidelines

Dear Faculty and Staff:

A short note to say thank you as we close one fiscal period and launch a new one. This past year has been very successful for the University of Memphis, across all fronts. We are very well positioned for this coming academic year, one that will include renewed strategic planning efforts.

I hope the summer months are going well as we look forward to welcoming both new and returning students in August. Again, thank you for your hard work and service for our students, University and community.

Warm Regards,

M. David Rudd
President | Distinguished University Professor

The University of Memphis
341 Administration Building
Memphis, TN 38152
901.678.2234 | cell: 901.619.1769

Additional text within the signature area is prohibited (ex: “Think before you print”)
Student Email Signature & Business Card

Tom Tiger
Freshman | Insert Major Here
Class of 2015
President, SGA | Emerging Leader
The University of Memphis
901.678.5555

Tom Tiger
President, SGA | Emerging Leader
Freshman | Hospitality and Resort Management
Kemmons Wilson School of Hospitality & Resort Management
901.678.5555
tomtiger@memphis.edu
Templates: Mass Emails

Each department has a contact for editing and sending emails using their branded email template.

ADD DEPARTMENT NAME HERE, IF NEEDED

Email Template Files/Instructions for Future Use

Open the attached zipped file and EXTRACT its contents into a new folder on your computer. Then once you have placed the contents onto your computer, double-click the HTML file inside that folder to open the email template in your web browser. Be sure the header and footer JPEGs are named header.jpg and footer.jpg as the HTML will not properly pull up the images if they are named anything else.

When the template pulls up in your internet browser, select all (ctrl-a) and copy all (ctrl-c) and then paste all (ctrl-v) into a new blank email. You may need to highlight all of the body copy and make it go back to the font Trebuchet MS (preferred font for email copy). Then revise this filler body text as needed; you are also able to insert images into the body of the email.

Finally, you may also want to right-click your header and footer images and hyperlink them to a particular webpage.

Send an email to your marketing manager or mktg@memphis.edu if you have any questions.
Templates: PowerPoint Presentation

We offer multiple PowerPoint templates to meet your needs. Use branded template for all conferences, official presentations, etc.

- **Download branded PowerPoint templates, stationery and other templates >**
- Install free Adobe programs to edit, some templates are editable PDFs for easier editing
- Questions regarding templates: Email logo@memphis.edu
Digital Ads

Marketing and Communication places digital advertising for the University, UofM Lambuth and UofM Global. We highlight a variety of programs throughout a multitude of ads.
Digital Ads: College/Schools

If you have marketing funds available for your program, please contact logo@memphis.edu or assistance with developing marketing materials or a campaign.
The Department of Marketing & Communication produces magazines, viewbooks and other various publications.
Marketing Examples: Viewbooks

Digital Viewbook (click to view)
Marketing Examples

Posters

Outdoor Billboard
Marketing Examples

Flyers

Social Media Graphics

Retractable Banner

Whatever your marketing need, we can help. Not sure what you need? That’s okay! Contact logo@memphis.edu.
Environmental Branding
Photography Features
Grid Banners Around Campus
(designs change seasonally on average)

Ex: Fall 2020

New for Fall 2021
Campus Upgrades: Wilder Tower
Campus Upgrades: Rooftops Next to Wilder Tower
Working with Marketing & Communication

1. Contact your Marketing Manager
   (https://www.memphis.edu/communications/team/assignments.php)
2. Complete the Marketing Request Form
   (https://memphisedu.imeetcentral.com/p/eAAAAAAAOruMAAAAABr07qw)
3. Provide all final, approved copy and images
4. You will be permitted 3 proofing cycles

- Please report any student or faculty successes that would be good features for press releases or the website!
Email Use Policy (UM1805)

For all employees voluntarily separating from the University, either through resignation or retirement, access to University data and IT systems will be revoked according to the schedule below.

<table>
<thead>
<tr>
<th>Role</th>
<th>Access Termination Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>Following the last date of employment</td>
</tr>
<tr>
<td>Full-Time Faculty</td>
<td>Following the last date of employment</td>
</tr>
<tr>
<td>Part-Time Faculty</td>
<td>120 days following last date of employment</td>
</tr>
</tbody>
</table>

For all employees involuntarily separating from the University, access to University data and IT systems will be revoked before or immediately following the employee's exit meeting.
Event Consortium

Hosting an event for your department? We can help! The Department of University Events and Special Projects has many resources, including the Reserve that allows you to check out items to use for your events.

For more information, contact events@memphis.edu or visit https://www.memphis.edu/communications/events/index.php.
U.S. News & World Report Rankings

- Online Bachelor’s (53 2020: 52)
- Top Public Schools (126 2020:135)
- National Universities (258 2020:272)
- High School Counselor (228)
- Best Online Nursing Programs for Veterans (13)
- Best Online MBA Program for Veterans (26)
- Best Online Bachelor’s Programs for Veterans (34)
- Audiology - Graduate (20)
- Rehabilitation Counseling - Graduate (20)
- Speech-Language Pathology - Graduate (31)
- Health Care Management - Graduate (33)
- Clinical Psychology-Graduate (88)
- Social Work - Graduate (96)
- Biomedical Engineering - Graduate (98 2020:101)
- Public Health - Graduate (104)
- Nursing - Graduate (109)
- Earth Sciences - Graduate (111)
- Public Affairs - Graduate (123 2020:131)
- English - Graduate (122 2020:133)
- Math - Graduate (127)
- History - Graduate (127 2020:134)
- Part-Time MBA (127 2020:146)
- Civil Engineering - Graduate (134)
- Computer Engineering - Graduate (146)
- Education - Graduate (148)
- Psychology - Graduate (148)
- Fine Arts - Graduate (152)
- Engineering - Graduate (154-202)
- Electrical Engineering - Graduate (170)
- Mechanical Engineering - Graduate (170)
- Biological Sciences - Graduate (190)
- Business (132)
- Engineering (161 2020:170)
- Computer Science (191)
U.S. News & World Report Rankings

- Law - Graduate (144)
- Legal Writing (Law) (61)
- Clinical Training (Law) (64)
- Healthcare Law (123)
- Constitutional Law (131)
- Intellectual Property (Law) (131)
- Criminal Law (138)
- Trial Advocacy (Law) (142)
- Contracts - Commercial Law (146)
- Business Corporate Law (167)
- Environmental Law (168)
- International Law (168)
- Tax Law (170)

- Online Education - Graduate (146)
- Online Criminal Justice - Graduate (21 2020: 24)
- Online Business - (27)
- Online MBA (45 2020:62)
- Online Nursing Program - Graduate (45)

View full list of rankings >
Promoting Rankings: Website Recognition

Welcome from the Dean

The College of Health Sciences is on the move! We currently employ well over 750 full-time faculty and staff, while serving over 1500 declared majors.

We've recently added new programs in Nutrition Science and Medical Assisting, and online programs in Exercise Nutrition and Healthcare Leadership. We recently launched our Sport Coaching concentration and a Nutrition, Health and Wellness minor. Our plans to offer additional graduate programs in the near future will further expand our already strong portfolio. Finally, we have developed a partnership with Methodist Le Bonheur Healthcare for our new Surgical Technology continuing education program.

In addition to our academic requirements, our research program has also grown significantly. We have trained several excellent scientists and have expanded our size, which we now require every year to go up. We have developed a strong research focus in health science specific inquiry at both the cellular and applied levels. Our personnel are leaders in their respective disciplines, publishing their research findings in top-tier peer-reviewed journals, and receiving national and international recognition for their work.
Show Your Tiger Pride

- Wear Tiger Blue on Fridays
- Join the UofM Alumni Association
- Make a gift to the Annual Fund
- (Did you know this can help increase our rankings?)