

Marketing Beat System Updates

Updated Oct. 20, 2020

Guiding principles:

- Balance workload across staff and departments
- Ensure that high-priority enrollment areas are accounted for
- Position project managers (Sharon, Katie, and Jen) to be main go-between with clients (e.g. clients don't initiate directly with the designer or web person, they start with their project manager)

Academics

Arts (Todd Behrendt) – Jennifer Fanelli

- Photography
- Digital Animation
- Digital Media and Marketing
- Fine Arts
- Graphic Communication: Graphic Design
- Graphic Communication: Illustration

Business and Hospitality (Christine VanNamee) – Jennifer Fanelli

- Administrative Assistant - AAS and Cert
- Business Accounting
- Business Administration - AAS and AS
- Chef Training - Certificate
- Culinary Arts Management
- Entrepreneurship Certificate
- Finance Certificate
- Food Service Administration: Restaurant Management
- Small Business Management - Certificate
- Sports Management Individual Studies

Health Sciences (Melissa Copperwheat) – Katie Voce

- Allied Healthcare Certificate
- Emergency Medical Services Paramedics
- Health Information Technology
- Health Sciences
- Health Studies: Radiologic Technology
- Liberal Arts & Sciences M&S (Sports Medicine Area of Study)
- Nursing
- Nutrition and Dietetics
- Respiratory Care
- Surgical Technician - Certificate

Humanities (Jim Roberts) – Jennifer Fanelli

- LA&S Theater
- LA&S General Studies
- LA&S International Studies
- Liberal Arts & Sciences Humanities & Social Sciences
- English as a Second Language
- Interpreter Education

Public and Human Services (Interim Tim Thomas) – Katie Voce

- Human Services
- Chemical Dependency Practitioner
- Coaching
- Criminal Justices AA and AS
- Criminal Justice Law Enforcement AAS and Certificate
- Fire Protection Tech
- LA&S Public Policy
- LA&S M&S (Physical Education Transfer Advising Guide)
- Liberal Arts & Science - Psychology Transfer Advising Guide
- Liberal Arts & Science - Adolescence Education Transfer Advising Guide
- Liberal Arts & Sciences - Childhood Education Transfer Advising Guide
- Recreation & Leisure

STEM-Career (Joe Woodrow) — Sharon Zohne

- Air Conditioning Technology, Refrigeration
- Airframe and PP Tech - Certificate
- Carpentry and Masonry - Certificate
- Chemical Technology
- Civil Engineering Technology
- Computer Aided Drafting (Certificate and AAS Degree)
- Computer Numerical Control (CNC) Machinist Technology – Certificate
- Electrical Engineering Technology
- Electrical Service technician
- Welding Technology
- Geospatial Technology
- Heating and Air Conditioning HVAC - Certificate
- Mechanical Engineering Technology
- Remotely Piloted Aircraft Systems
- School Facilities Management AAS and Certificate
- Mechanical Technology: Aircraft Maintenance
- Mechatronics - Certificate
- Refrigeration

- Semiconductor Manufacturing Tech

STEM-Transfer (Jake Mihevc) – Sharon Zohne

- LA&S M&S: Biology, Chemistry, Environmental Studies, Environmental Sciences, General Sciences, Math, Physics, Geology Transfer Advising Guides
- Computer Science
- Computer Science - Cybersecurity
- Cybersecurity - Certificate
- Engineering Science
- Computer Application Programming
- Computer Information Systems

Student Services

Student Enrollment (Jen DeWeerth) – Jennifer Fanelli

- Admissions / International Admissions
- Records and Registration
- Placement Testing
- Financial Aid
- Dual Credit

Student Life (Dennis Gibbons) – Sharon Zohne

- Residence Life/Housing
 - Dining
- Dorm. Corp.
- Judicial Affairs and Community Standards
- Student Engagement and Leadership
 - Student Activities
 - Student Government
 - CSTEP/STEP
- Upward Bound/GEAR Up

Student Support (Jim Maio) – Katie Voce

- Student Accessibility and Wellness
 - Counseling
 - C3
 - Accessibility Resources
 - Health Center
- Holistic Student Support
 - Veterans Education Services
 - Advisement
- Career Services
- Rome Student Support/Dean's Office

President's Office

- Events (Jennifer Fanelli)
- Foundation (Sharon Zohne)
- Human Resources (Katie Voce)
- Center for Leadership Excellence (Katie Voce)
- Small Business Development Center (Katie Voce)

Misc.

- Ed. Tech. (Sharon Zohne)
- Libraries (Sharon Zohne)
- Phi Theta Kappa(Sharon Zohne)
- Honors Program (Sharon Zohne)
- CCED/AIM (Katie Voce)
- EOC/YouthBuild (Katie Voce)
- Department of Public Safety (Katie Voce)
- Learning Commons (Sharon Zohne)
- iServe Mohawk Valley (Katie Voce)