



Get Creative with your Marketing!

An Introductory Workshop with the Office of Creative Services

A Bit of History

- Creative Services began as **Publication & Design Services** in 1993. First housed in the University Center next to the print shop, and later moved to 111 West Moore Street.
- In 2007, Publication & Design Services was renamed **Creative Design Services** and became a separate unit in University Advancement.
- In 2013, Creative Design Services became part of Enrollment Management, Marketing & Communications and over the next two years began the process of merging Video Production Services, Content Services (Web Content & Social Media), Web Services, Marketing, and Printing & Copying Services to become a full service creative agency.
- **Creative Services** is now a part of the Division of External Affairs in the President's Office.

Our Mission

Creative Service's mission is to conceptualize, design, and produce solutions that communicate Valdosta State's message in the most effective and creative methods.

This mission has not changed over the years. What has changed is that Creative Services continues to expand its range of services, utilize the latest in technology and adapt best practices to maximize the university's delivery and use of traditional media and emerging media to maintain VSU's educational marketing profile.

About Us

Creative Services

Marketing Services

Content Services

Social Media Services

Photography Services

Design Services

Printing & Copying Services

Web Services

Video Production Services

14 Full Time Staff

1,248+
Projects A Semester

What We Do

Printed publications and the web are often the public's foremost exposure to Valdosta State University. The importance of presenting a professional image in a fiercely competitive educational market cannot be taken lightly.

Well-organized, attractively designed materials grab people's attention, effectively communicate information and better position the university to attract the best students and philanthropic donations.

Our job is to create and moderate the university's marketing efforts and external visual identity and perception.

Marketing Services

Keith Warburg

Associate Director

phone **229.333.7049**

email **jwwarburg@valdosta.edu**

web **www.valdosta.edu/creative**

office **903 N. Patterson Street
Digital Media Services Building
Room 129 B**

Marketing Services

Emphasize the VSYOU difference.

Creative marketing can send an important message about the personal connection our students experience here at VSU. Our goal is to exude the energy and spirit of our student body, staff, faculty, alumni, and Valdosta community to prospective students and parents through targeted marketing efforts.

Content & Social Media Services

[Facebook](#)

[Twitter](#)

[Instagram](#)

We're here to help you cultivate a captivating message to send to your potential students.

Our goal is to coordinate the creation and strategic direction of all University social media accounts, focusing on presenting a unified campus message.



vstateexperience
Valdosta State Unive...

Follow

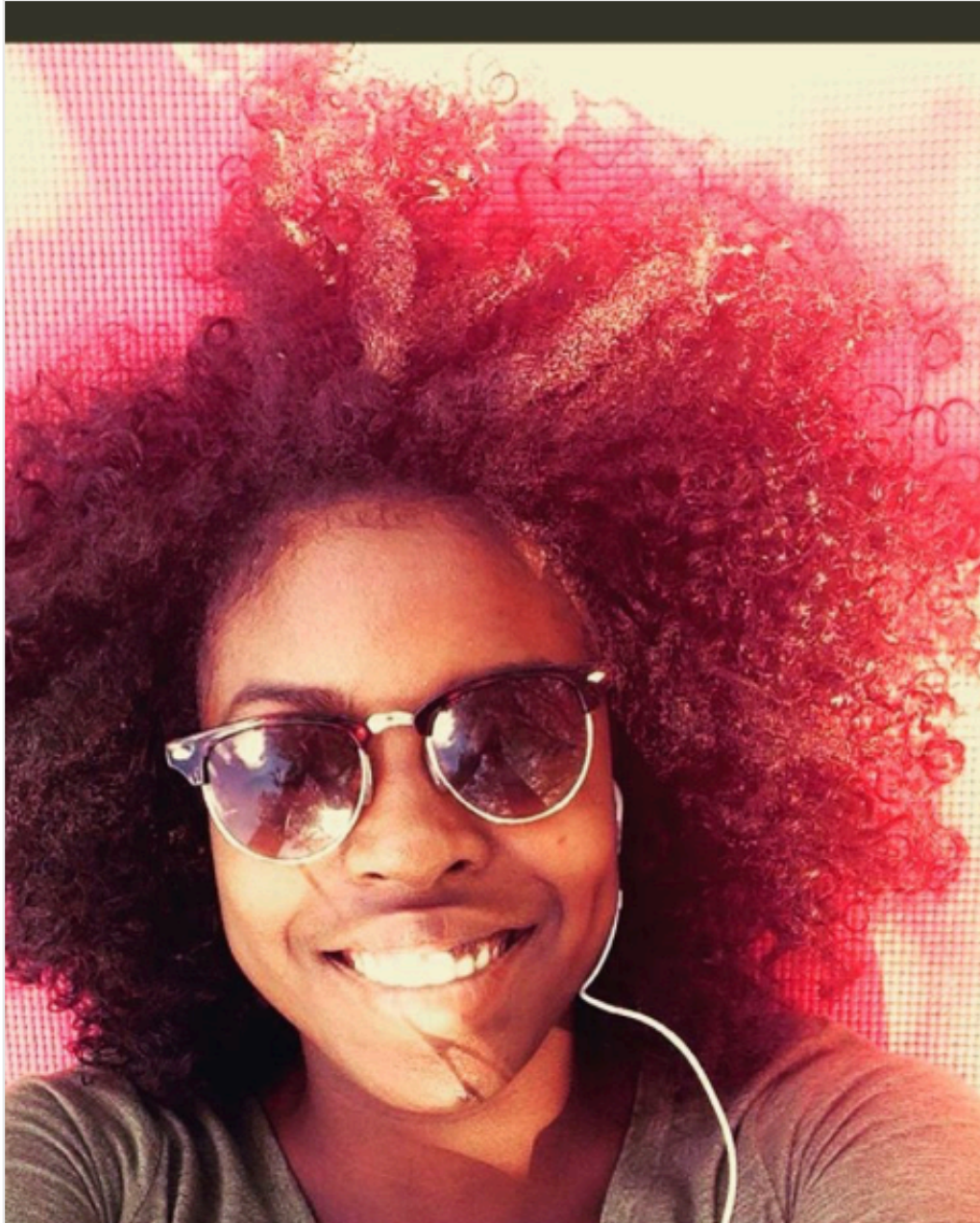
95 likes

4d

vstateexperience Good morning
#ValdostaState my name is Collin
Parkerson and I will be your host for the
week. I am a junior here at VSU studying
biology. I am a member of the Wesley
foundation where I serve on lead team and
live in their apartment. I look forward to
sharing my crazy yet adventurous life with
you this week. - CP

[Log in](#) to like or comment.

...



vstateexperience

Follow

47 likes

14w

vstateexperience WHAT IS UP?! #VSTATE
#BLAZERS I am this weeks host for
#vstateexperience :Simone Register,
Senior, COMM major, AFAM&Deaf studies
minor, Assistantship with the ELI Dept.,
Intern with Creative Services , Treasurer for
AAUW, Secretary for SSCS! Last but not
least!! Join my study abroad journey to
Australia this week! #summer16
#wherewillyougo 🤔

kelsey_leigh16 Hey babe ❤️

vstateexperience Kelssseeyyyy! 🤔

abbiwabbibobabbi Simone 😊😊

vstateexperience Hey Abbie!! 😊

Log in to like or comment.

...



vstateexperience
Jac's Bowling Lanes

[Follow](#)

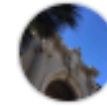
63 likes

27w

vstateexperience Tuesday's I join other @valdostastate students and @vsu_recreation with my Bowling team "Snakes on a Lane" for fun and friendly IM competition! If you haven't participated in an IM league you are missing out. -CK

[Log in](#) to like or comment.

...



vstateexperience
Jekyll Island. On Drif...

[Follow](#)

71 likes

29w

vstateexperience Hello VSU! My names Bryce and I'm an Art Student at VSU. I'll be graduating this May with my BFA in studio arts. This week I'll take you through my busy life as an assistant photographer for Creative Services and my own personal work 👍📷📷

valdostastate [#ValdostaState](#)

[Log in](#) to like or comment.

...

Content & Social Media Services

Halle Zimmerman

Content Specialist

phone **229.333.7164**

email **hhzimmerman@valdosta.edu**

web **www.valdosta.edu/creative/content**
www.valdosta.edu/creative/social

office **903 N. Patterson Street**
Digital Media Services Building
Room 129 A

Photography Services

Paul Leavy

University Photographer

phone **229.245.5147**

email **peleavy@valdosta.edu**

web **www.valdosta.edu/creative/photo**

office **106 E. Gordon Street
Creative Services Building
Room 1607**

Photography Services

Photo Shoots for Marketing Materials

Faculty / Staff Headshots

Catalog of Archived Images

[VSU Official Flickr Account](#)

[Photo Request Form](#)

Great photography tells our story, conveys the spirit of the university, and compels others to look more closely.

A photo is the first thing we see on a page. It can draw us in and fuel our imagination.

VSYOU





VSYOU







A silhouette of a person with curly hair, seen from the side, operating a complex robotic arm. The person's hand is on a control lever. The robotic arm has multiple joints, cables, and a large, flat, rectangular end effector. The entire scene is set against a solid orange background. The text "VSYOU" is overlaid in the upper center.

VSYOU

A young man with dark, wavy hair is sitting in a workshop or garage. He is wearing a grey and black color-block hoodie with a small logo on the chest and blue jeans with a tear on the knee. He is looking off to the side with a thoughtful expression. The background is filled with various tools, equipment, and wooden shelves. The lighting is warm and focused on the man.

VSYOU







VSYOU



VSYOU

Design Services

Jeff Grant

Director

phone **229.333.5980**

email **jdear@valdosta.edu**

Joan Dear

Project Coordinator

web **www.valdosta.edu/creative/design**

Daniel Oppel

Graphic Designer

office **106 E. Gordon Street**
Creative Services Building

Jessica Sharp

Graphic Designer

Design Services

We work on everything from
Stationery to Billboards

Maintaining a professional image that reflects a consistent style is key.

Well-written and attractively designed publications will grab people's attention.

Valdosta State University College of the Arts

VSYOU

here,

YOU will explore it, live it,
research it, cheer for it,
envision it, see the world, sing
it, score it, film it, paint it, hit
the stage, and own it.



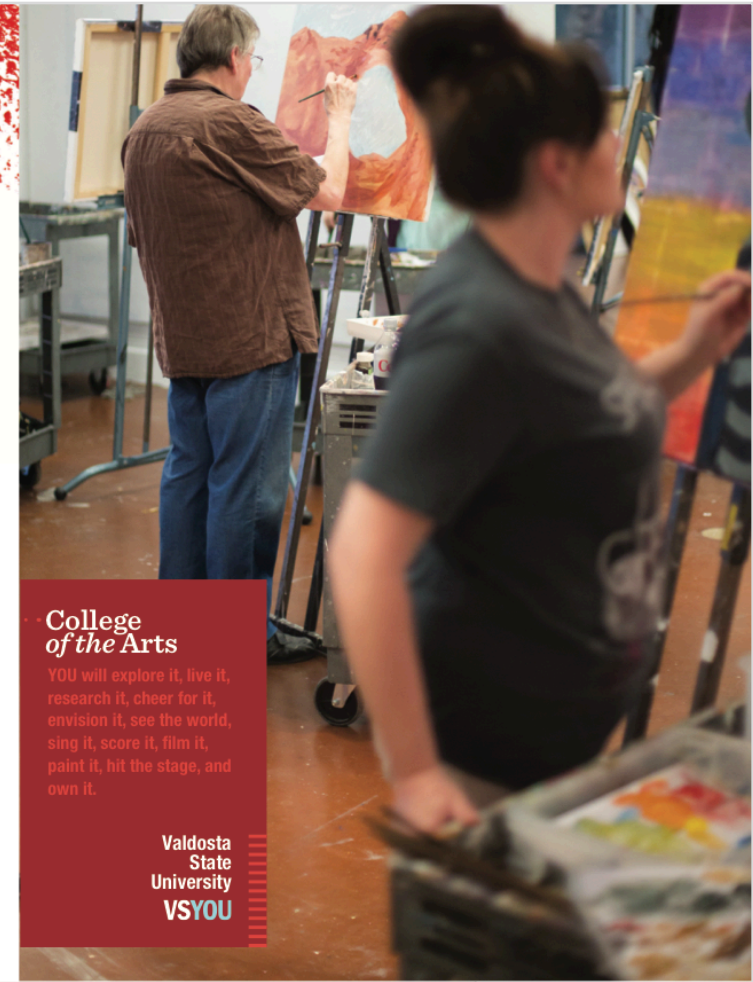
Creative, Innovative & Student-Centered.

At Valdosta State, you're not just a member of the audience; you take center stage! Create, perform, and present while cultivating the skills and knowledge needed to develop a successful career in the Arts. Let us help guide your creative journey by joining our vibrant and creative community which offers thousands of outreach opportunities. In a short amount of time, students will become active participants in performances, gallery shows, lectures, critiques, and recitals. Whether you want to sing in a full opera production or find someone to collaborate with on an experimental film, you can explore your passion here!

15+
AREAS OF STUDY

20:1
AVERAGE STUDENT
TO PROFESSOR RATIO

“ We are exceedingly proud of our talented and diverse student body and celebrate their accomplishments and artistry. We look forward to welcoming new students who are motivated and aspire to excellence.

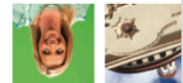


College of the Arts

YOU will explore it, live it,
research it, cheer for it,
envision it, see the world,
sing it, score it, film it,
paint it, hit the stage, and
own it.

**Valdosta
State
University
VSYOU**

“ The Valdosta State community values and nurtures each student's talents. As a mid-sized university, we have the flexibility to tailor learning environments to your interests and needs. We give you a more personalized journey – an education shaped to fit your goals. This means you'll spend less time being part of the crowd, and more time becoming who you are. The learning experience at VSU is focused, creative and unique. Just like you!



www.valdosta.edu/colleges/arts
coarts@valdosta.edu
229.333.5632



College *of the Arts*

YOU will explore it, live it,
research it, cheer for it,
envision it, see the world,
sing it, score it, film it,
paint it, hit the stage, and
own it.

Valdosta
State
University
VSYOU

ACT, THINK, COUNT.

**Bachelor of
Business Administration** B.B.A.

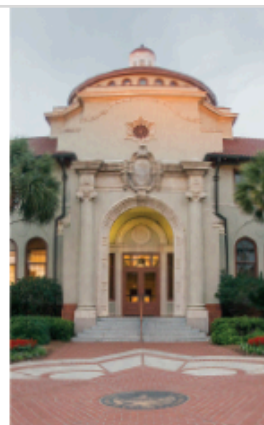
Master of Accountancy M.ACC.

At VSU, you will work with the newest information systems technology and receive a broad, yet intensive, educational foundation in the disciplines of business and accounting. Here, you will also develop communication, problem solving, and interpersonal skills, which are demanded by today's employer.

The classes average around 25 students to facilitate a strong relationship between you and your professors. Outside the classroom, you can gain real-world experience through internships and the Valdosta State Co-Op program to enhance your opportunities for success.

If you're looking to develop your knowledge of the accounting field, we encourage you to check out Enactus, a nationally recognized, award-winning organization. We also boast our honor societies such as Beta Gamma Sigma and Beta Alpha Psi, which invite top accounting students to become members.

Accounting is the language of business and it is essential to understanding and navigating U.S. and multinational business environments. In this major, students will learn to summarize, analyze, and report financial transactions. Financial reporting communicates the company's operations, financial position and cash flows (via audited financial statements) to external users/stakeholders (investors, government, lenders, etc.). In contrast, managerial reporting is used within the business organization (management and cost accounting) to make informed operational decisions. At Valdosta State, students learn to develop communication, problem-solving and interpersonal skills to spark their careers in accounting. In addition, students work with technology to receive a broad business foundation and an intensive education in the accounting discipline. Our curriculum prepares students for the CPA license and other accounting certifications.



**Here — experience is
the cornerstone of your
success.**

The Valdosta State community values and nurtures each student's talents. As a mid-sized university, we have the flexibility to tailor learning environments to your interests and needs. We give you a personalized journey — an education shaped to fit your goals. This means you'll spend less time being part of the crowd, and more time becoming who you are. The learning experience at VSU is focused, creative, and unique. Just like you!

In addition to the buzz of our high energy classrooms, students enjoy our scenic campus with its swaying palm trees, elegant moss-draped oaks, and the lush green lawn. Whether you love spending your time in the pool, kayaking local springs, or leading others in service, we can provide an experience that is specially tailored to you.

**Langdale College of
Business Administration**
Department of Accounting
www.valdosta.edu/lcoba



A Comprehensive University of the University System of Georgia and an Equal Opportunity Institution

Accounting

VSYOU
Valdosta
State
University



Office of Annual Giving
www.valdosta.edu/give



VSYOU
Thanks YOU!



NOW THAT'S COMMITMENT*
\$47,029,422 OF \$53,250,000

88%

\$22,052,039
STUDENT ENRICHMENT

\$3,784,987
FACULTY ENHANCEMENTS

\$3,101,905
FACILITY UPGRADES

\$10,479,387
PROGRAM OPPORTUNITIES

\$3,156,876
ATHLETICS EXCELLENCE

*As of June 20, 2016

We change lives...
YOU make it happen.

When you invest in Valdosta State, you
ignite a passion in our faculty that inspires our
students to strive for excellence.

Thank You from our students, faculty, staff and
the communities we serve!

PROOF



Shirt Color

☒ Navy Blue

Front

☐ White Ink

☒ Red Ink

Back

☐ Light Blue Ink

☐ White Ink

☒ Red Ink

The Valdosta State University Alumni Association along with
Scott '94 & Andrea Hudler '94
Cordially invite you and a guest to attend



HILL HOLLIDAY 53 State Street, Boston

Join us for an evening of networking, hor d'oeuvres, cocktails, & socializing.
The favor of a reply is requested by Tuesday, July 12.

*Additional Blazers in Boston opportunities on reverse.

BLAZERS★★**BOSTON**

Kindly reply by June 15, 2016 for Red Sox Tickets

NAME _____

ADDRESS _____

PHONE NUMBER _____ EMAIL _____

7/21 Alumni Networking Reception @ 6:30pm # _____ @ \$0 each: _____

7/22 Red Sox vs. Twins Game & Tour @ 4:00pm # _____ @ \$70 each: _____

7/23 Freedom Trail Pub Crawl @ 7:00pm # _____ @ \$30 each: _____

TOTAL: _____

☐ My check for \$_____ is enclosed and my guest list is on the back of this card.

☐ If we are unable to participate, Enclosed is a donation to support scholarships at VSU.

229.333.5797 & alumni@valdosta.edu

Kindly reply by
JUNE 15 for Event Tickets



Valdosta State University
Office of Alumni Relations
229.333.5797 • alumni@valdosta.edu

JULY 22

4:00 PM VIP TOUR OF FENWAY PARK

"America's Most Beloved Ballpark" is a place where dreams are made, traditions are celebrated and baseball is forever. A VIP tour provides a thrilling, one hour, guided walking tour. We will visit Pesky's Pole, sit atop the world famous Green Monster, and snap a selfie inside the legendary Green Monster scoreboard!

7:00 PM RED SOX VS. TWINS

Joe Mauer's Twins are coming to town and it's your chance to watch this ultimate battle of the bats! **Reserved seating in the right field box.**

JULY 23

7:00 PM FREEDOM TRAIL PUB CRAWL

From the puritans to prohibition, the Sons of Liberty to the Kennedy clan - expert guides will entertain with tales of Boston's secret history while you crawl along the historic Freedom Trail. The Freedom Trail Pub Crawl lasts 2 hours & 15 minutes and makes 4 stops including: Tavern where Boston Tea Party was planned, America's Oldest Tavern, The favorite haunt of patriots such as Paul Revere and Sam Adams and visit a bar located in a National Historic Landmark.

*Must be 21 or older to participate.





Valdosta Welcomes You



Home of
**Valdosta
State
University**

11,563

INDIVIDUAL STORIES

21

AVERAGE CLASS SIZE

100+

MAJORS

7x

NATIONAL CHAMPIONS

VSYOU
VALDOSTA
STATE
UNIVERSITY



Here, experience starts on day one!

Our study abroad program and real-world internships provide the kind of experiences students crave beyond the classroom. We offer serious, hands-on research opportunities for underclassmen, something unheard of at larger institutions.

Our small class sizes and expert faculty deliver deeper student interactions, allowing faculty and advisors to really understand what motivates their students as well as what keeps them up at night dreaming big.

At VSU, we celebrate the student and help them create their own individualized path to their own successful future.

Consider Valdosta State University, Georgia's hidden gem in higher education. Visit us in person or online at:

www.valdosta.edu



Valdosta State UNIVERSITY

**Partnering with Moody AFB
service members and their
families for 75 years.**

Our degree programs at Moody Air Force Base
offer flexible and accelerated class schedules to
accommodate work schedules, deployment, or TDYs.

**We're Military-Friendly with a Dedicated
Veteran/Military Support Office.
Contact Us Today!**

ON-CAMPUS

Adult & Military Programs
www.valdosta.edu/amp

ON-BASE & ON-ONLINE
www.valdosta.edu/moody

VSYOU



Active Duty. Veteran. Dependent.

At Valdosta State, you're in good company.

If you want a college experience that
offers the best route to completing a
degree, start at Valdosta State University.
Whether you're beginning college
or continuing your studies, VSU has
resources designed to meet the special
needs of military and veteran students.

Like you, we are adults and veterans who understand how hard it is to balance
military work schedules, family, and college classes. VSU's Adult & Military
Programs offers the resources and referral services you need to make the most
of college.

The VSU Military Outreach Center is a one-stop shop providing information and
support for military students, veterans, and dependents. Here you can network
with other military and veteran students or get involved with the VSU Student
Veterans of America.

Military Friendly Degree Programs

Workforce Education & Development
Criminal Justice
Interdisciplinary Studies
Office Administration & Technology
Organizational Leadership
History

Weekend & Evening Courses On-Campus & at Moody AFB

Online & Accelerated Programs like SmartPath Core

CLEP & ACE Acceptance

In-State Tuition for Active Duty Military & Their Dependents

Waiver of Mandatory Fees for Active Duty Military on Tuition Assistance



A GEM & CCAF
Friendly Campus



A Comprehensive University of the University System of Georgia and an Equal Opportunity Institution

VALDOSTA STATE UNIVERSITY
REDHOTS





2016

October

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
					1	2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31						

Sponsors



2016

November

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
								1	2	3	4	5	6
7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30				

Sponsors



2016

December

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7	8	9	10	11			
12	13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31								

Sponsors





Join the Club!

Please complete the information below so we can have your most current contact information.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

EMAIL _____

EMPLOYER NAME _____

TITLE _____

SPORT _____ YEAR(S) _____



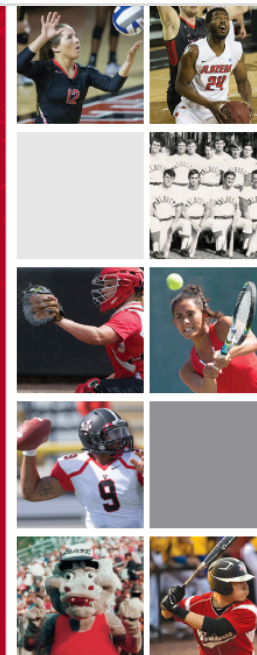
Annual Giving
Valdosta State University
1500 N Patterson St
Valdosta GA 31698-0212

Change Service Requested

A Comprehensive University of the University System of Georgia and an Equal Opportunity Institution

The Varsity Club

supporting *Blazer* Athletics



BLAZERS *past & present*

Please join me in celebrating our time as VSU athletes, by joining The Varsity Club, an exclusive group for former Valdosta State student athletes.

With the goal of improving communication, sharing successes and reconnecting with the Blazer Nation, we invite you to be a part of building a championship tradition. Membership in the Varsity Club is only \$100 per year. Of this gift, \$90 will go directly to your former sport and \$10 will support the Varsity Club initiative. Your gift will impact current and future student athletes by helping to provide scholarships, regular and post season travel funds and the continued support required for Valdosta State athletics to maintain a tradition of excellence.

Many of my favorite college memories were made on the football field at Valdosta State. Blazer Athletics

afforded me the opportunity to receive a world class education while competing in the sport that I love.

I hope that you will join me in supporting Blazer Athletics by becoming a Varsity Club member today!

Go Blazers!

Cam Short



Cam Short
'12 '13
National Champion 2012
Blazer Football Team Captain

☐ \$100 Annual Gift ☐ \$8.34 Monthly Recurring
Please Include Credit Card Number Below

☐ I would like to make a special gift of:
\$ _____

☐ Check enclosed with my gift made payable to the **Valdosta State University Foundation**.

☐ Charge my **Credit Card** with my gift.
☐ Visa ☐ Discover ☐ MasterCard ☐ AmEx

You can also make a gift online by visiting www.valdostastate.org/give or over the phone by calling 229.333.5939.


☐ YES! My gift will be matched by my employer.
☐ Please send me information on including Valdosta State in my estate plans.

NAME ON CARD _____

CREDIT CARD NUMBER _____

EXP. DATE _____ SEC. CODE _____

SIGNATURE _____ DATE _____



VALDOSTA STATE UNIVERSITY

The
Blazer *Up*

for Blazer Golf's Alumni and Friends

Printing & Copying Services

Drew Burgering

Print Shop Manager

phone **229.333.2162**

email **dwburgering@valdosta.edu**

Kim Folger

Print Production Specialist

kwfolger@valdosta.edu

web **www.valdosta.edu/creative/print**

Justin Wiese

Print Production Associate

office **1206 N. Patterson Street
(Across from the University Center)**

Printing & Copying Services

We're all about quality printing and copying at a discounted price from the normal retail rate.

Large Format Posters

Button Making

Bindery Folding, Perforating, Booklet Making

Copying

Printing Brochures, Flyers, 2 & 3 Part Forms

T-Shirts

Shrink Wrapping

Yard Signs

Vinyl Banners

Retractable Banners

Wall Coverings

Stationery Letterhead, Envelopes

Variable Data Printing

Envelope Stuffing

Laminating

Web Services

Ashley Williams

Webmaster

Josh Tillman

Programmer

phone **229.333.7135**

email **webservices@valdosta.edu**

web **www.valdosta.edu/web**

office **106 E. Gordon Street
Creative Services Building
Rooms 1608 & 1600**

Web Services

In order to better support Valdosta State in maintaining a robust and dynamic web presence we service the following areas:

Main University Website

MyVSU Portal

Content Management System

University WordPress Sites

MyPages Environment

Portal Themes

We strive to provide leadership and guidance to the university on best practices related to web site development, search engine optimization, and web site accessibility.

Expand your possibilities.
EXPERIENCE VSYOU
Here, it's all about you.

MEET VSU

VIDEO TOUR

Future Students

Current Students

Faculty/Staff

☀ 92°

Here you will find over 11,000 individual stories. What will your story be?

APPLY NOW

REQUEST INFO

Video Production Services

Graham Nguyen

Marketing Videographer

Beth Tate

Broadcast Videographer

phone **229.333.7164**

email **video@valdosta.edu**

web **www.valdosta.edu/creative/video**

office **903 N. Patterson Street**
Digital Media Services Building

Video Production Services

In coordination with other units of Creative Services we work to implement university branding, marketing, and advertising for the university's recruitment and image-building.

- **Field Video Production**
- **Studio Video Production**
- **360 Video Production**
- **Drone Video Production**
- **Video Editing**
- **Video Distribution via DVD/Web**
- **Live Streaming / On-Demand Video**





So... why is
consistent branding
so important?

Brand Does Not Equal Logo

A brand is what people think about you.

A good brand is built over time and requires thought, strategy and consistent implementation.

Consistency helps you manage perceptions.

Consistency conveys your outlook and attitude.

Consistency eliminates issues surrounding brand confusion.

Consumers trust brands they recognize!

Consistency builds upon previous success.

Don't read **consistency**
as **boring...**

Consistency paves the way to creativity with impact.

How we can help...

How to start a project with Creative Services.

STEP 1

Budget / Timeline

STEP 2

Content & Marketing Plan

Finding Your Audience

Who do we have?

Focus Groups, Student Data

Who do we want?

Best Current & Prospective Students

Who can we get?

Prestige, Brand, Requirements, Perception

Competition

Who are our **actual competitors**?

Who has our **target audience**?

Why are they **successful**?

SWOT Analysis

Strengths What we do well.

Weaknesses Where we could improve.

Opportunities What our competition does poorly.

Threats What our competition does well.

Content

Students are looking for 3 basic things:

Outcomes

Can your reputation and education get them a job?

Value Not Cost

Fit Community, Diversity, Collaboration, Relationships

It's not about features, it's about benefits.

Not class size - but benefits of small classes.

4 P's of Marketing

Product

Place

Price

Promotion

Picking A Strategy

	EXISTING Programs	NEW Programs
EXISTING Markets	Market Penetration	Program Development
NEW Markets	Market Development	Diversification

STEP 3

Photography / Video

STEP 4

Design / Production

STEP 5

Proofing & Approval

STEP 6

Printing & Implementation

How **last minute**
marketing can hurt you.

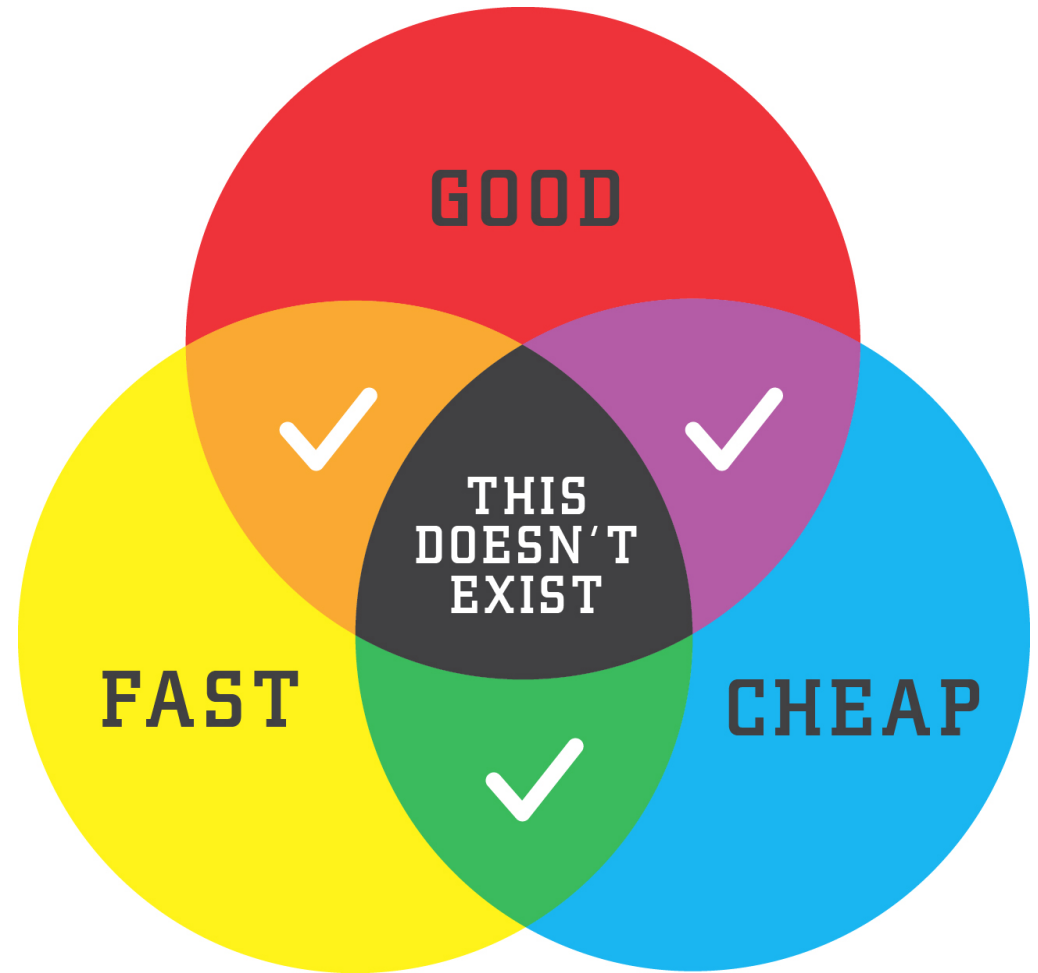
In the world of marketing & design...

You Can Only Choose 2

Good & Fast – but not Cheap

Fast & Cheap – but not Good

Cheap & Good – but not Fast



Q & A Session