

The Department and the World beyond Kenyon

Chairs represent their departments and programs within the College – to students, to faculty in other departments, to the administration – but they also interact with constituencies beyond the institution. Chairs are responsible to oversee the content in the department/program’s website. They are often asked to represent the department by the Office of Admissions during visit days or in written communications with prospective students. Chairs may be asked by the Office of Public Affairs to comment on newsworthy happenings within the department or about members of their department. On occasion, chairs will be expected to support the grant-seeking efforts of members of their department, either for individual awards or for grants that may have larger institutional impact.

The Website. Increasingly, the departmental website is the public face of the department to the rest of the College and certainly to the rest of the world. We know that the primary way in which prospective students learn about the College and about the departments within it is through the website. In the future to inform prospective students about the unique qualities of Kenyon, the College will be relying less on letters sent to prospective students’ street addresses and more on the information that is provided by the website. Consequently, the departmental website is the most important public relations tool for the department. It must present the department and its members accurately and favorably, and it must be kept up to date.

For branding purposes the College, like almost all of its peers, has established a template for visual layout of individual web pages. The content purveyed on those pages is provided through a content management system (CMS). Departmental administrative assistants have been trained to update the substantive material in the department’s portions of the Kenyon website through the CMS. LBIS offers regular training for administrative assistants on aspects of the CMS. Chairs can play a key role in maintaining a quality website by monitoring the department’s web pages to see that they are current, by suggesting new content to be added, and by helping the administrative assistant with time management to ensure that enough time is set aside to tend to the website.

We include a document from Patty Burns, Director of New Media in the Office of Public Affairs, which addresses the department’s web presence.

Admissions. While the College once used letters from department chairs to recruit prospective students and to court those who had applied to the College, financial cutbacks and changing patterns of media usage by young people have led the Office of Admissions to cease mailings from departments to prospective interested in their subject areas. Admissions will now be directing students to departmental websites in lieu of sending departmental letters.

Prospective students continue to make visits to the College, however. Chairs should expect that Admissions will ask them to speak to prospective student visitors and their parents one-on-one during those visits, and occasionally to larger groups during visit days.

Public Affairs. The Office of Public Affairs presents information about the College, its people, and its programs to audiences both external and internal. The office is responsible for overseeing the production of numerous publications and electronic communications, while working closely with

the offices of admissions, development, and alumni and parent programs. Fundamentally, Public Affairs works to advance the image and reputation of Kenyon.

Media relations, including sports information, has its headquarters in Public Affairs. The office also manages the top-level pages of the College Web site as well as the online calendar of events, and offers training to help campus offices update and maintain their own pages. The many publications produced by the Office of Public Affairs include the admissions *Prospectus*, the *Alumni Bulletin*, the campus newsletter *Fortnightly*, and the monthly electronic newsletter the *Kenyon News Digest*. The office also oversees an extensive collection of photography. We include in this section of the handbook a brief description of media relations at Kenyon.

As the chief representatives of their departments or programs, chairs should expect to be contacted for comment by Public Affairs in the event that there are newsworthy happenings in the department or with its personnel. Chairs will sometimes be asked by Public Affairs to suggest colleagues to serve as expert commentators on important news events of the day when reporters and news outlets contact the College seeking experts.

Part of the effort to provide a distinct Kenyon “brand” involves standardizing the look of communications emanating from the College. As potential communicators to external audiences, chairs should familiarize themselves with the College’s graphic identity system, described at <http://www.kenyon.edu/graphicstandards.xml>. Chairs should also consult the College Style Guide at <http://www.kenyon.edu/x42366.xml>.

Alumni and Parent Programs. Kenyon has active and loyal alumni and parents. The College’s Parents Fund is a top performing parent’s fund-raising program nationally. Many Kenyon parents participate in the Parents Advisory Council, which meets twice annually, including during the annual Family Weekend. Family Weekend offers an excellent opportunity for Kenyon faculty to meet the parents of their students, and those loyal parents especially appreciate being able to visit with advisors and other teachers of their children. Chairs should strongly encourage their department and program faculty to attend the reception that traditionally takes place late on Friday afternoon of that weekend.

Chairs often find that they want to contact alumni about some aspect of the program – perhaps to provide feedback about the curriculum at the time of an external review or a contemplated curricular change or to explore with alumni possibilities of providing career information to current students. We offer a few guidelines when dealing with alumni and parents:

- Please pass along to the alumni office any new information you learn about alumni – new jobs, new addresses or other contact information – so that Kenyon’s records are as up to date as possible.
- Conversely, if you wish to contact alumni and don’t have current contact information, often the alumni office does and you should feel welcome to ask them.
- Fund raising must be coordinated through the development office and the director of alumni and parent programs. Much damage can be done to Kenyon’s image among alumni and to carefully-planned efforts to develop relationships with alumni or parents that may lead to a major gift if faculty members solicit gifts. At the same time, if in your communication with alumni you learn of their interest in supporting the College, please pass that information along to Development.

- The Career Development Office maintains lists of alumni and parents willing to offer career advice or to host externs and interns. Please coordinate any efforts to develop career networking among alumni with the CDO.

Development and Grant Seeking. We include in this section of the handbook the part of the *Faculty Handbook* that addresses the Grants Committee and grant seeking. This section describes different types of grants that Kenyon faculty members and departments might seek or be asked to participate in the College's development efforts. Individual faculty members often seek either independent grants or fiscal agent grants. Understanding the College's role in each type of grant is essential, so we urge chairs to review this document and to remind their department members, especially those new to the College, of the protocols used here. Institutional grants might emerge from ideas initially formulated at the department or division level, so chairs should also review that section of the document to be familiar with procedures Kenyon follows. The College has been very successful in winning institutional grants; the procedures outlined there have played a key role in that success.

Contact information in the College Relations Division:

Sarah Kahrl, *Vice President for College Relations* X5073 - General college fundraising priorities, institutional grants, capital and other special requests, endowments, including endowed chairs

Kyle Henderson, *Director of Development and Planned Giving* X5623 - Major gift solicitation, estate and memorial gifts, gifts of tangible property, tax and legal issues related to contributions

Jacqueline E. Robbins, *Director of Advancement Information Services* X 5585 - Gift acceptance policies, gift receipting and acknowledgement

Scott Baker, *Director of Alumni and Parent Programs* X 5148- Alumni events on- and off-campus, Alumni Council and Parents Council activities, contact with alumni groups, Reunion programs

Shawn Presley, *Director of Public Affairs* X5592 - Press and media contact, Kenyon College website and Facebook page, Kenyon Bulletin, publications

Shawn Dailey, *Director of Annual Funds* X5151 - Contact for the Kenyon Fund and Kenyon Parents Fund

Lisa Schott, *Managing Director, Philander Chase Corporation* X5902 - Contact for the College's land trust, gifts of land, land conservation and agricultural easements

Meg Galipault, *Director of Corporate and Foundation Relations* X 5463 - Contact for all foundation and government grant proposals submitted by Kenyon College

Other important contacts:

Jami Peelle, *Faculty Grants and Fellowships Coordinator* X5748 – Contact for support with faculty independent and fiscal agent grants

Scott Layson, *Director of the Career Development Office* X5165