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**WEST VIRGINIA STATE  
UNIVERSITY**

**Proposal for a centralized chain of command and expertise to manage and direct  
the West Virginia State University Brand and Marketing**

The following proposed organizational structure for WVSU reflects a general structure adhered to by a majority of institutions of higher education within the United States as it relates to marketing and communications. WVSU, as it continues to raise its level of distinction, is in dire need of an organizational structure that provides leadership, accountability, and expertise in the areas of Marketing, Communications, and Public Relations to effectively reach its targeted audiences and effectively manage its brand identity. This proposal makes efficient use of the highly experienced and skilled human resources already in place at the university, but in a more effective manner.

**Office of the Provost**

**Executive Director of University Relations**  
Mr. Robert Loughry

**Director of Marketing**  
Mr. Todd Beane

**Director of Public Relations**  
Ms. Pat Dickinson

**Director of Special/Cultural Events**  
Bishop David Stockton

**Director of Photographic Services**  
Mr. Todd Griffith

**Director of Alumni Relations**  
Mr. Phil Bright

**Alumni Relations Specialist**  
Ms. Amanda Downs

**Communications Manager - Development**  
Mr. Mark Fuller

**Communications Manager – Research and Public Service**  
Mr. Matt Browning

**Communications Manager – Athletics**  
Mr. Sean McAndrews?

**Webmaster -**  
Unfilled – Contract Out

**Senior Graphic Designer**  
Mr. Jason Duffield

**Graphic Designer**  
New Hire

**Administrative Assistant**