



ABOUT US AND THE WORK THAT WE DO

UNIVERSITY COMMUNICATIONS

DIVISION OF THE PRESIDENT



Why Communications Matters at Sacramento State

People who know, trust, and like us want to study, work, donate, and visit here. We have students, faculty, and staff of all ages, abilities, races, religions, gender identities, economic levels, immigration status, and more. We celebrate that. We are an engaged campus, engrained in our community. What we say, how we say it, and how our messages appear make a difference.

About University Communications

Our mission is to raise awareness and build a positive perception of Sacramento State with local, regional, state, and national audiences through news, stories, visuals, and campaigns while boosting campus and community pride. As part of the Division of the President, University Communications is responsible for promoting and protecting the University. We oversee news and media relations, crisis communications, social media and multimedia, marketing and branding, and strategic publications.

We do this with engaging, memorable, and impactful communications focusing on:

- Crafting and amplifying the Sacramento State story.
- Serving as the hub for the University’s strategic communications and brand.
- Providing tools and resources to aid campus partners in their communications.

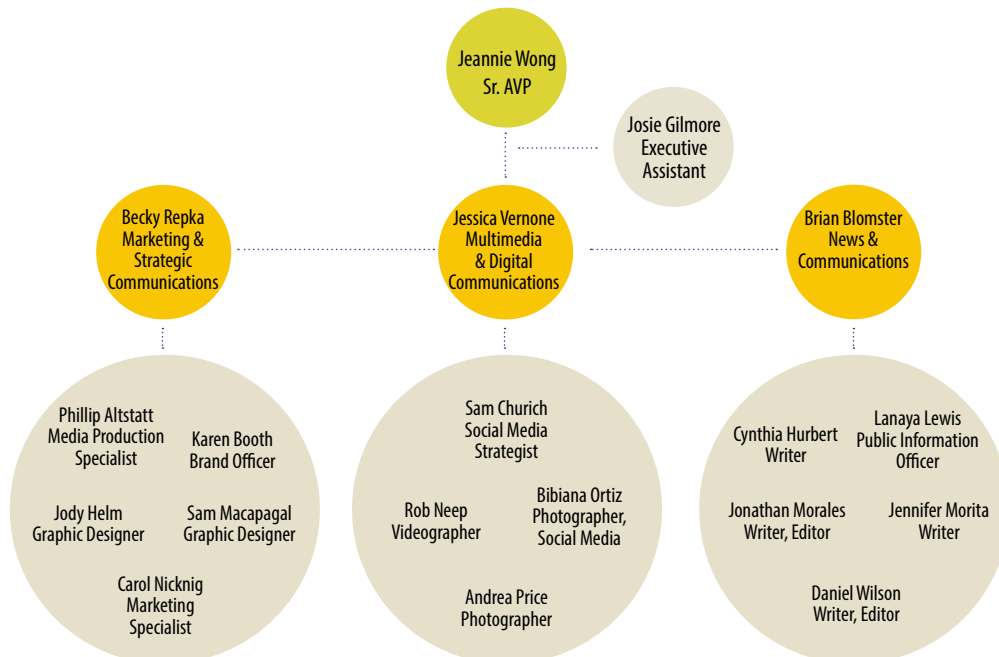
Our messages, campaigns, and stories are supported by and informed through a range of sources, including:

- Sacramento State’s strategic plan. University Communications works closely with campus leadership to develop communications highlighting the University and its strategic goals and priorities.
- Community perceptions survey. Every two years we commission a community perception survey to gauge

the public’s awareness, attitudes, and opinions of Sac State to aid in developing messages and to track changes in perception.

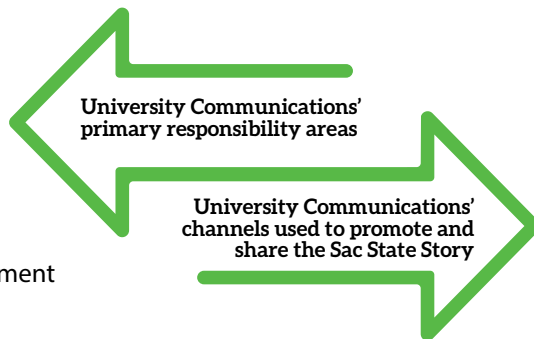
- Cross-campus collaboration and support. We regularly work and consult with partners across campus, as well as manage two campuswide collaborative groups: the Communications Council, which fosters synergy and consistency among all campus communicators; and as the Hornet Social working group, which collaborates on strategies and messages to create quality content and increased engagement.
- A strong brand. What we look, sound, and feel like is the foundation on which all the University’s communications are built. We provide resources for advertising, editorial style, social media best practices, and visual identity, as well as downloadable tools and assets through the online brand center.

Who We Are



What We Do

- Audience Engagement
- Branding/Visual Identity
- Crisis Communications
- Digital Storytelling
- Media Relations/Outreach
- News/Stories
- Photo/Video Asset Management
- Publications/Newsletters
- Social Media Strategy/Monitoring
- Strategic Marketing Campaigns



- Highway 50 Billboard
- Made at Sac State
- News Advisories
- Online Newsroom
- Paid Advertising
- Podcast
- Sac Connect Digital Signs
- Sac State Fact Book
- Sac State Magazine
- Sacramento State Briefing
- Sacramento State Leader
- Social Media Platforms (Various)
- Sponsorships




[Instagram.com/sacstate](https://www.instagram.com/sacstate)
 53,330
 followers


[facebook.com/sacstate](https://www.facebook.com/sacstate)
 62,000
 followers


[flickr.com/photos/sacstate](https://www.flickr.com/photos/sacstate)
 11,533
 photos


[linkedin.com/school/sacstate](https://www.linkedin.com/school/sacstate)
 191,400
 followers


[sacstate](https://www.tiktok.com/sacstate)
 21,915
 likes


[x.com/sacstate](https://www.x.com/sacstate)
 41,045
 followers


[youtube.com/SacStateVideo](https://www.youtube.com/SacStateVideo)
 3,480
 subscribers

Our Expert Teams

SR. ASSOCIATE VICE PRESIDENT & EXECUTIVE ASSISTANT

As the head of University Communications, Jeannie Wong provides strategic direction, and oversees day-to-day management and operations.



L-R: Josie Gilmore, Jeannie Wong

Jeannie Wong, Senior Associate Vice President, jwong@csus.edu
 A former journalist with more than 30 years of communications

experience, Jeannie was a member of the upper-management newsroom team at *The Sacramento Bee* and helped guide news and features in print and online. A graduate of the University of Southern California, she joined Sac State in 2011 and helped develop the award-winning *Made at Sac State* campaign. She serves on the President's Cabinet as a member of his senior leadership team.

Josie Gilmore, Executive Assistant/Business Operations Analyst, gilmore@csus.edu

Josie joined Sacramento State in 2023. She provides executive support to the senior associate vice president and manages administrative operations for University Communications. Josie brings a decade of experience working in higher education to the team, most recently as executive assistant to the vice president for Student Affairs at Chico State.

MARKETING & STRATEGIC COMMUNICATIONS

The Marketing team builds affinity for Sacramento State through strategic marketing; branding; podcasts; sponsorships, signature collateral, including the University's annual fact book; and the *Made at Sac State* campaign. They also manage the visual identity, online brand center, Highway 50 billboard, Sac Connect campus digital signs, and conduct reviews and consultations. Additionally, the team has facilitated mural projects on campus, partnered with the Sacramento Republic FC, and helps lead the campus Communications Council.



L-R: Becky Repka, Carol Nicknig, Phillip Altstatt, Karen Booth, Sam Macapagal, Jody Helm

Becky Repka, Director of Marketing and Strategic Communications, becky.repka@csus.edu

Becky has worked for small technology start-ups as well as large organizations such as *The Sacramento Bee* and SMUD, doing strategic marketing and communications, PR, advertising, community events, social media, email marketing, brand development, and more. She holds a master's degree in marketing and has been a part of the communications team since 2012.

Phillip Altstatt, Sr. Media Production Specialist, altstatt@csus.edu

Phillip has his bachelor's and master's degrees from Sacramento State in studio art. His work has been featured in the *Sac State Magazine* and with the Believing and SACRAMENTO murals on campus. Phillip extends his creative skills into videography and podcasting to create meaningful and memorable stories with Sac State roots. He is the primary videographer for *Made at Sac State* and the host of the *Beyond J* Podcast.

Karen Booth, Sr. Brand Officer, kbooth@csus.edu

Karen Booth joined Sacramento State in 2009. She has 34 years of experience in advertising and publication art direction and graphic design. As the University's visual identity expert, she is responsible for maintaining Sac State's look and feel in its various presentations. Additionally, she plays a key role in creating marketing campaigns, advertisements, and collateral for the University.

Jody Helm, Sr. Graphic Designer, jody.helm@csus.edu

Jody is a U.S. Navy veteran and multidisciplinary creative with more than 10 years of experience in industries ranging from manufacturing and agriculture to entertainment and hospitality. At Sac State, she develops high-concept campaigns and publications to increase visibility and affinity for the University. Prior to joining the communications team in 2020, Jody worked as a graphic designer at University Print and Mail.

Sam Macapagal, Graphic Designer, amacapag@csus.edu

Sam has been a graphic designer for Sacramento State for nearly 17 years. He has experience in the food and beverage industry, manufacturing, and sign design and installation. Sam works on the

signature *Made at Sac State* campaign and is the primary contact for the Sac Connect digital sign network and Highway 50 billboard.

Carol Nicknig, Marketing and Communications Specialist, carol.nicknig@csus.edu

Carol brings more than 30 years of marketing, communications, and community engagement experience with two of Sacramento's most prominent law firms and the Sacramento Area Commerce and Trade Organization (now the Greater Sacramento Economic Council). She joined Sac State in 2016, previously working with the College of Continuing Education's adult learner and HornetAttain! programs. With University Communications, Carol is the lead for the *Made at Sac State* campaign, annual Fact Book, Sac Republic FC partnership, and the "A Place of Belonging" campus murals.

MULTIMEDIA & DIGITAL COMMUNICATIONS

The Multimedia and Digital Communications team uses various visual media to capture the Sac State story. The social media team actively engages students, faculty/staff, alumni, and regional audiences through Facebook, Instagram, LinkedIn, TikTok, YouTube, X, and Flickr. In addition, the team leads Hornet Social to facilitate message sharing across campus.



L-R: Andrea Price, Sam Church, Jessica Vernone, Bibiana Ortiz, Rob Neep

Jessica Vernone, Director of Multimedia and Digital Communications, jvernone@csus.edu

Jessica is a multifaceted professional with a bachelor's degree in digital media and a master's degree in higher education leadership from Sacramento State. Since joining University Communications in 2014, she has been at the forefront of establishing the University's social media presence to engage and build community with both students and the broader region.

Sam Church, Lead Social Media Strategist, schurch@csus.edu

Sam joined University Communications in 2017 after working two years in University Advancement. He manages the University's flagship social media accounts, provides lead work to social media student assistants, and helps lead the campuswide Hornet Social working group. Sam earned his bachelor's degree in Public Relations from Sac State and was a member of the Public Relations

Student Society of America (PRSSA).

Rob Neep, Videographer and Multimedia Coordinator, rneep@csus.edu

As one of the original members of the University Communications team, Rob's expertise and passion have played a part in setting a standard of excellence for the department. Once a cameraman for News10, he brings a wealth of experience and a keen eye for capturing the essence of every moment. He is committed to showcasing the best aspects of Sacramento State.

Bibiana Ortiz, Visual Communications Specialist, bibiana.ortiz@csus.edu

After acquiring her bachelor's degree in film and video production at Sacramento State, Bibiana is pursuing a master's degree in higher education leadership. She began working at Sacramento State in 2018 and joined the University Communications team in 2022. Bibiana combines her photography and videography talents with social media engagement strategies to capture the essence of Sacramento State's vibrant community.

Andrea Price, Photographer, andrea.price@csus.edu

After graduating Cum Laude from Sac State, Andrea began her 21-year photography career as a self-employed wedding photographer before joining Sac State's University Communications team in 2015. Her specialties include campus beauty, portraits, and capturing the spirit of the University at events and gatherings, including Commencement and Athletics.

NEWS & COMMUNICATIONS

The News and Communications team provides news and feature stories and other content for media and public consumption, covering the University, its students, faculty, and alumni, and revealing the accomplishments, achievements, and milestones that characterize its standing as an educational leader and an important community center. The team also manages media relations and outreach, providing University experts to offer insights on current issues and topics. News and Communications staff connect the campus community through the Monday Briefing and the *Sacramento State Leader* newsletter.

Brian Blomster, Director of News and Communications, brian.blomster@csus.edu

Brian built a communications career in daily journalism and corporate communications before becoming Sacramento State's director of News and Communications in 2017. He leads the University's writers and editors in telling the Sac State story and sharing it with the media and the public. Brian is editor of *Sac State Magazine*, a member of the crisis communications team, and editor of communications from the President's Office and other campus outlets. He earned his bachelor's degree in journalism from Sac State.

Cynthia Hubert, Sr. Writer, cynthia.hubert@csus.edu

Cynthia came to Sacramento State in November 2018 after an award-winning career reporting and writing for *The Sacramento Bee*. Cynthia's coverage spans key areas of the University, including



L-R: Daniel Wilson, Jonathan Morales, Lanaya Lewis, Brian Blomster, Jennifer Morita, Cynthia Hubert

inclusive excellence, the colleges of Natural Sciences and Mathematics, and Health and Human Services. She has written about topics as diverse as prison education programs, Dreamers, and key research projects involving faculty and students.

Lanaya Lewis, Public Information Officer, lanaya.lewis@csus.edu

Lanaya brought significant broadcasting and public relations experience to Sacramento State when she joined the News and Communication team as public information officer in 2023. As a television reporter and anchor working in Mississippi, and then as a communications specialist for the Downtown Sacramento Partnership, Lanaya became adept at messaging and media relations. At Sac State, she works with media, University experts, and across campus to help develop and share messaging with the public.

Jonathan Morales, Sr. Writer/Editor, jonathan.morales@csus.edu

Jonathan joined the Sac State communications team in 2017 as a writer and editor. He previously worked at San Francisco State University and as a newspaper reporter and editor. Jonathan covers the colleges of Arts and Letters and Continuing Education, *Made at Sac State*, is managing editor of *Sac State Magazine*, and is responsible for the *Leader* newsletter, the University Style Guide, and several other key projects.

Jennifer Morita, Sr. Writer, jennifer.morita@csus.edu

Jennifer joined Sacramento State in 2022. A former reporter and writer for *The Sacramento Bee*, she covers the colleges of Business, and Social Sciences and Interdisciplinary Studies, along with several centers, and sustainability. Jennifer is also a published fiction author.

Daniel Wilson, Writer/Content Editor, dwilson@csus.edu

Daniel became a writer/content editor for Sacramento State in 2022 following several years as a journalist working for *The Sacramento Bee* as an audience engagement producer and reporter. A 2018 Sac State graduate with a bachelor's degree in journalism, Daniel covers the colleges of Education, and Engineering and Computer Science. He produces the weekly campuswide Briefing and is part of the University Communications editing team.

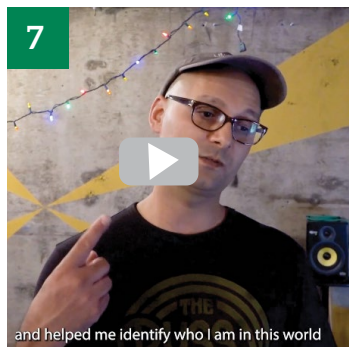
IMPACTFUL AND AWARD-WINNING WORK



MADE AT SAC STATE

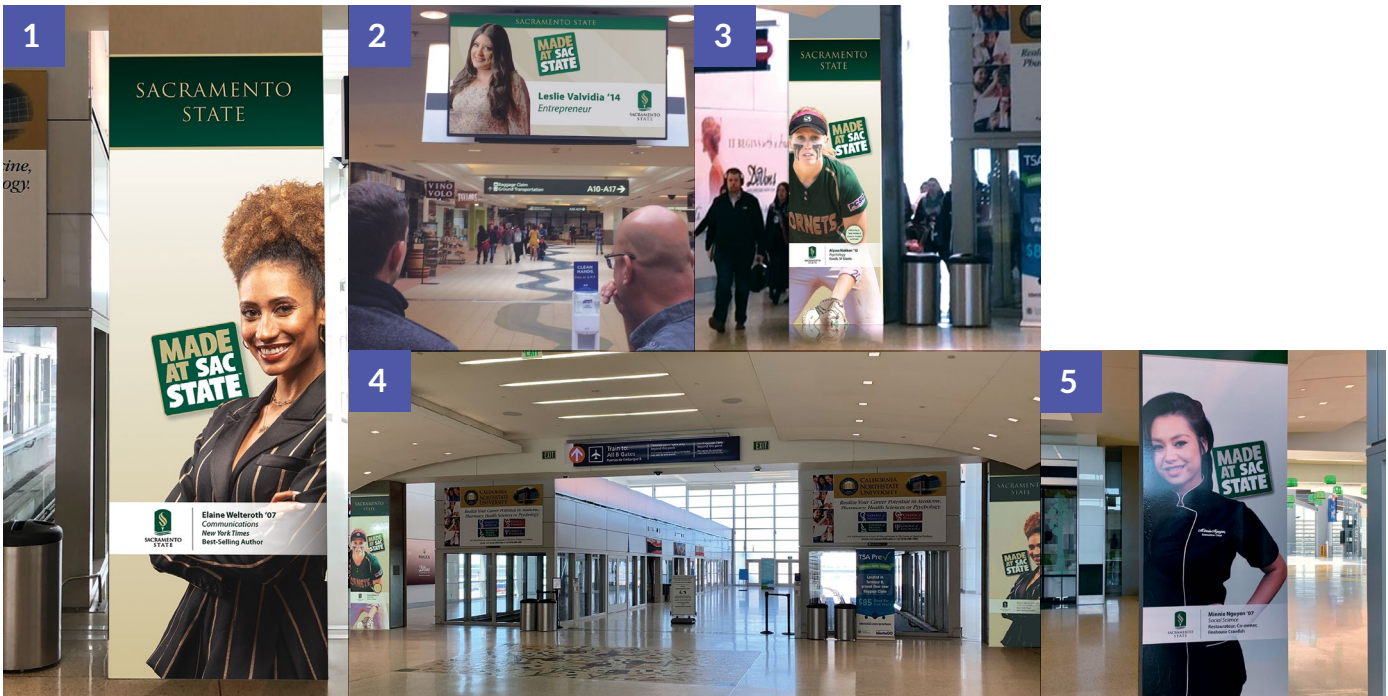
Since 2012, this award-winning campaign has featured dozens of notable alumni who are making an impact in the region and beyond. *Made at Sac State* has featured well-known and prominent alumni such as Ryan Coogler, Lester Holt, Elaine Welteroth, and many admired local figures. The campaign is recognized within the community, as noted in the findings of our biennial Community Perceptions Survey, and is a coveted honor for alumni.

The campaign is frequently promoted in the Sacramento Metropolitan Airport, seen by nearly 10 million travelers annually. **Pictured: 1. Elaine Welteroth '07, Author, Journalist, TV Host, 2. Leslie Valdivia '14, Vive Cosmetics, 3. Alyssa Nakkan '12, San Francisco Giants, 4. Airport pillars by shuttle train, 5. Minnie Nguyen '07, Restaurateur**

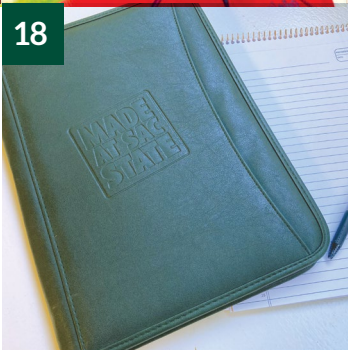


These alumni stories are shared and promoted via written stories and video, on our website and in the Sac State Magazine, through our flagship social media channels, on the Highway 50 billboard, and other advertisements. **Pictured: 6. Ryan Coogler '07, Filmmaker, 7. Buddy Hale '17, MusicLandria, 8. Anthony Francis '57, 9. Shadi Khatab '18, Onit Coffee, 10. Alumni hired by the Sacramento Republic FC (csu.edu), 11. Sacramento Business Journal "40 Under 40" Honorees (Facebook), 12. Elizabeth Gabler '19, Astrophysicist (Instagram)**





A variety of displays and promotional items go along with the campaign, and each featured alum is thanked with a goody bag and framed image.
Pictured: 13, 14. Hornet Bookstore displays, 15. Cindy Foster Ruiz '14, with headband, 16. Thank you gift for Jason Vu '12, AUTHMADE, 17-20. T-shirt, trucker hat, mugs, sticker, lapel pin, padfolio, pop socket.



MURALS ON CAMPUS

University Communications has been instrumental in expanding Sac State's reputation as a public art destination, built on the region's iconic SACRAMENTO mural, among other notable pieces. We also initiated a multiyear mural project with the Division of Inclusive Excellence to bring the University's commitment to antiracism and inclusivity to life through art created by our students, faculty, staff, and alumni.



2018

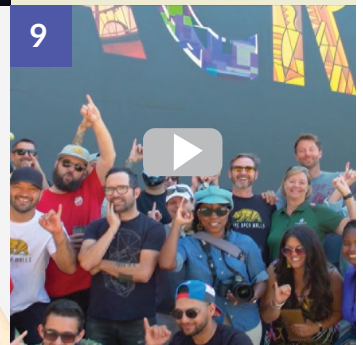
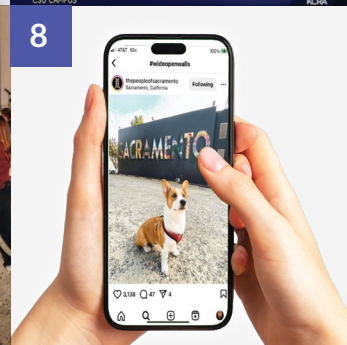
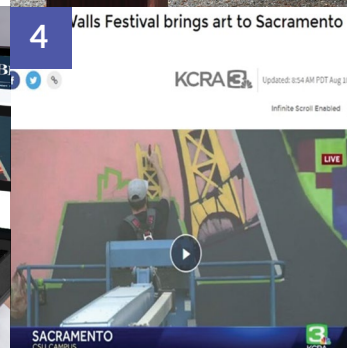
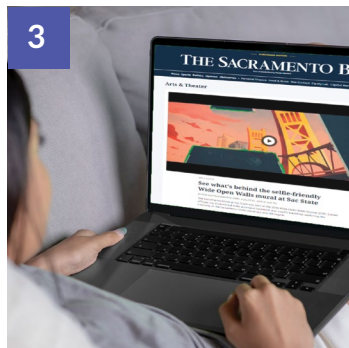
SACRAMENTO Mural at Sacramento State with Wide Open Walls

This mural was developed as part of the region's annual Wide Open Walls festival in 2018. Painted on the University Theatre's north exterior wall, it was a collaboration among 12 local artists, including a Sac State alumnus. Each artist painted his or her own unique vision on large letters spelling out S-A-C-R-A-M-E-N-T-O, and one artist did the shading on all of the letters.

The progress of the mural was widely covered by local media, and it has since been adopted as a regional visual of choice. **Pictured: 3. The Sacramento Bee story, 4. KCRA coverage, 5. Image in Sacramento Magazine, 6. Sac State Hornet cover story, 7. Backdrop for Sacramento Republic FC team photo, 8. Instagramable photo spot, 9. Video featuring the project and artists.**



The Sacramento Mural was used to kick off the 2018 Wide Open Walls city-wide mural festival, first as a backdrop for the opening press conference, and then as a favorite focal point during the festival and beyond. **Pictured at the podium: 2. Congresswoman Doris Matsui giving opening remarks.**



Nationally renowned artists brought their art to campus in 2019. Pictured: 10. Hoxhoh mural on the Studio Theatre, 11. Jillian Evelyn mural on Lassen Hall, 12. Eliseo Art Silva mural representing the Filipino community on Brighton Hall.



2019

Murals on Brighton Hall, Studio Theatre, and Lassen Hall with Wide Open Walls

In 2019, the focus on was bringing more murals to different locations on campus. Three new murals were painted during the Wide Open Walls festival.

2022

A Place of Belonging Murals

The A Place of Belonging Murals is a multiyear project supporting the University's Antiracism and Inclusive Campus Plan (AICP). The project is open to students, faculty, staff, and alumni, and each year the mural themes reflect the corresponding phase of the AICP. The first set of murals focused on the idea of *Believing* we have challenges to overcome and collectively doing something about it. The second group of murals will embrace the process of *Becoming* an antiracism, inclusive, and anti-oppression campus, and the theme of the final year, *Being*, will represent our humanity in all of its beautiful splendor and convey a true sense of belonging.



On Santa Clara Hall, facing the University Union, these murals bring color and life to this busy area on campus. Pictured: 13. Video featuring the project and artists 14. Unveiling event recognizing the project and artists, 15. Commemorative sticker sheets with the murals, 16. View of the completed murals.



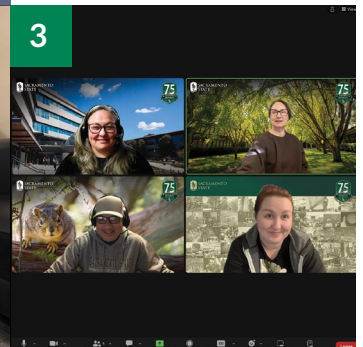
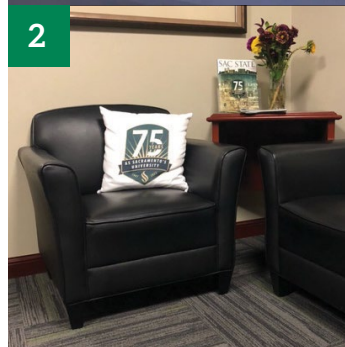


75 YEARS AS SACRAMENTO'S UNIVERSITY

The celebration of Sacramento State's 75 years rooted in this community was promoted on campus and in the community throughout the 2022-23 academic year. Our team created the visual graphics, templates and guidelines, as well as a comprehensive historical timeline, webpage, and new stories. University Communications provided the foundation for all campus promotions, including everything from bookstore swag and commemorative coins to a Library exhibit and a special edition of *Sac State Magazine*.



The 75th Anniversary graphic was used campuswide for promotions, merchandise, and other tchotchkes. **Pictured: 1. Coffee mugs sold by the bookstore, 2. Throw pillows in the President's Office, 3. Zoom backgrounds, 4. Commemorative coins, 5. Street light banners**



Stories, publications, and videos chronicling Sac State's history were produced and distributed. **Pictured: 6. Sac State Magazine special edition, 7. "Then and Now" video, 8. Interactive timeline with historical highlights.**



The 75th Anniversary graphic was widely used for the campus kickoff celebration, and the news media ran stories acknowledging the milestone anniversary. **Pictured: 9. Photo backdrop at rally, 10. Custom celebratory cake, 11. Annual swarm photo, 12. Story on sacbee.com.**

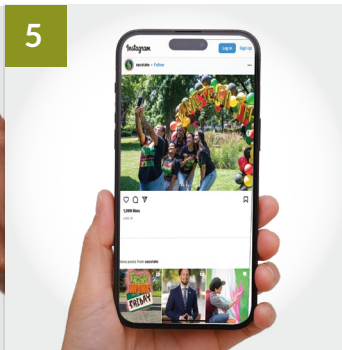
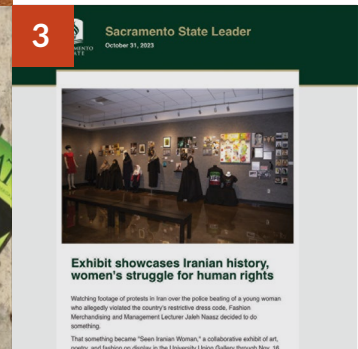


COMPELLING NEWS, STORIES AND PUBLICATIONS

The creation and distribution of engaging and informative content are core functions of University Communications. Every day we are steering the messages, telling the stories, sharing the news, and connecting with our audiences. This is seen in our publications, photography, and videography projects, social media channels, online newsroom, in the news, and beyond.

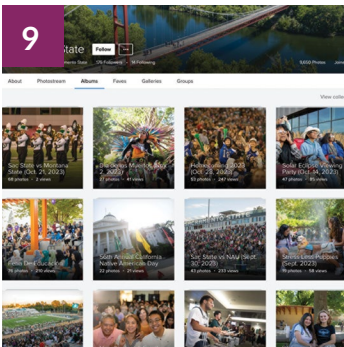


Several print and digital publications are developed and distributed regularly. **Pictured: 1. Sacramento State Fact Book, 2. Sac State Magazine, 3. Weekly Sacramento State Leader email newsletter, a roundup of timely news and stories.**



Stories about Sac State are regularly developed and distributed through various campus channels. They include photography and videography and are frequently picked up by the media. **Pictured: 4. Story about the campus Juneteenth event, 5. Juneteenth Instagram post, 6. ABC News 10 coverage of the event, 7. Event video highlights, 8. Story on student Shamona Thompson Ross that was seen and liked by more than 8,300 people on Facebook.**

Video and photo projects are frequently produced and shared. **Pictured: 9. University Flickr album with hundreds of campus images, 10. Sac State highlights video created for the CSU Board of Trustees, 11. Video coverage of Commencement ceremonies 12. Annual video holiday greeting (2022).**



CONTACT US FOR

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Fact Book

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Highway 50 Billboard, Sac Connect Digital Signs

digisign@csus.edu
Guidelines and templates at csus.edu/brand

Design Reviews

universitymarketing@csus.edu
Design and details process at csus.edu/brand

MORE HELPFUL RESOURCES

Brand Center

csus.edu/brand

Sac State Editorial Style Guide

sacstate.me/editorialstyle

Advertising Guidelines

sacstate.me/adguidelines

Social Media Best Practices & Guidelines

sacstate.me/socialguidelines

Newsroom

csus.edu/news/newsroom

Made at Sac State

csus.edu/made

Fact Book

www.csus.edu/experience/fact-book/

Brand Review Request Form

sacstate.me/brandreview
Allow 5 business days

Briefing Submission Form

sacstate.me/briefing

Sac Connect Digital Sign Submission Form

sacstate.me/sacconnect

csus.edu/president/university-communications



SACRAMENTO STATE
University Communications