



Illinois Extension

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

Marketing and Communications Team



Bridget Lee-Calfas
Director of Marketing and Communications

- Strategic and operational leadership: mission, vision, values, policy development
- CCO, State COMMIT, ACES MarCom, ESAC, and Senior Leadership councils
- Program communications: DEIA, Strategic Planning, Advancement, Workforce Development
- Campus outreach and coalition building
- Personnel, project, and budget management
- Staff development, recruitment, and retention
- AA/EEO compliance
- State level training



Dolan Klein (team lead)
Senior Manager for Marketing and Communications

- Publicity/message strategy
- Lead proofing and editing
- Merchandise
- Program communications: Government Affairs
- Annual Unit Impact Reports



Liz Smith (team lead)
Senior Manager for Digital Marketing

- Web content generation, maintenance, and management
- Staff training and professional development
- Legacy website conversions
- Communications and marketing guidance
- IT liaison
- Feature story writing



Matt Wiley (team lead)
Art Director

- End-to-end design
- Supervision and mentorship
- Videography, photography, and photo management
- Extension brand management
- Design and video consultation
- Training



Sara Olson (team lead)
Project Manager

- Client relations
- Asana management
- Brand management
- Process refinements
- Supervision
- Special projects



Monique Rivera
Translation Specialist

- Spanish translation
- Translation services liaison
- Manages extra help staff
- Consults on strategy & marketing channels



Emily Steele
Media Communications Manager

- Program communications: NREE, NLRS, EEC, SeaGrant
- Proofing and editing
- Fact sheets, video shorts
- State Email Marketing
- Program Event and email marketing
- Educator on/off-boarding
- Social media



Erin Knowles
Digital Content Strategist

- Social media strategy, training, and consulting
- Digital advertising/media buys
- Data analysis and reporting
- Digital project coordination
- YouTube channel management, maintenance



Jason Walker
Graphic Designer

- Publications
- Social media graphics
- Fact sheets and infographics
- Event graphics packages
- Merchandise
- Videography, photography
- Project management



Dylan Hamilton
Level IV Office Manager

- P/T-card reconciliations
- HR project assistance
- Physical mailings
- Weekly marketing update
- Digital mailings: prepare and schedule via Webtools, Outlook
- Extension email account
- Scheduling and meeting logistics
- Website assistance: data pulls, basic content uploads
- Purchasing and maintenance requests



Todd Gleason
Media Communications Specialist, News & Public Affairs

- Produces and hosts daily radio programming with WILLAg.org
- Provides radio & television news content to broadcast outlets
- Hosts Extension & College Events
- Organizes the annual Farm Assets and All-Day Ag Outlook Conferences
- Administers social media accounts relevant to content



Herbert Chavez
Media Communications Coordinator

- Program communications: CED, FCS, IHD
- Proofing and editing
- Event and email marketing
- Social media



TBD
Media Communications Coordinator: Master Gardener, Master Naturalists

- Proofing and editing
- Event and email marketing
- Social media
- Graphics support



Ben Arthur
Design Specialist

- Publications
- Social media graphics
- Fact sheets and infographics
- Event graphics packages
- Merchandise
- Project management



Jenna Braasch
Media Communications Coordinator

- Program communications: AAB
- Proofing and editing
- Event and email marketing
- Social media

Better Together (27)

Statewide Network of Unit-Based Marketing and Communications Colleagues

Regional MarCom Coordinators (3)

Amy Jo Zepp
Heather Willis
Yukta Sinha

Adjacent/Collaborative Team Members:

Beth Peralta (SNAP-Ed)
Carissa Nelson (4-H)
Leena Thomas (Digital Accessibility)

Government Affairs
SeaGrant (NREE)
EEC (NREE)
IT Staff