

MEGAN ROLFS

Communication

Consistency

Discipline

Empathy

Harmony

WORK EXPERIENCE

Marketing and Communication Coordinator

2012-present

Dean of Students Office at Illinois State University, Normal, IL

- Promote the Dean of Students Office programs and services to a variety of audiences, including students, faculty, staff, parents and families, and alumni
- Coordinate and advise the marketing efforts of seven units in the department to ensure brand identity
- Manage department social media accounts including Facebook, Twitter, Instagram and Snapchat, and create ad campaigns, resulting in a nearly 50% increase in Facebook page likes since 2014
- Oversee the Dean of Students Office website and facilitated the launch of the new site in July of 2014
- Build and update the three Dean of Students Office guides in the University mobile app
- Assess the progress of the department's website, social media and mobile app presence using web and social media analytics
- Develop strategic marketing plans and implement new strategies, including a large social media campaign for the Dean of Students Office relocations that resulted in an unpaid reach of over 7,500 people
- Present information and provide training to colleagues and students on marketing topics as needed
- Serve as the department's marketing liaison to the Division of Student Affairs Marketing Council
- Hire, train and supervise the marketing unit's Graduate Assistant and graphic designer
- Order promotional items for the department and coordinate their distribution to students and guests
- Conduct appropriate assessment methods to obtain student feedback, including focus groups and awareness surveys in the spring of 2014 and 2015 that resulted in nearly 1,800 total student respondents
- Direct the department's design process from production to distribution
- Organize department presence at outreach events such as Admissions Open Houses and receptions, International Orientation, New Faculty Orientation, Preview, Transfer Days, and Welcome Day/Week
- Liaison with University Marketing and Communications to create all design materials for Welcome Week and Family Weekend
- Work with campus partners to respond to parent and family concerns that arise from the Illinois State Parents and Families Facebook group
- Provide direction for all department marketing materials and photo and video shoots
- Ensure that all department marketing materials reflect a diverse population of students at the University
- Propose and oversee the budget for the marketing unit
- Write articles for the department's monthly newsletter and press releases as needed
- Obtain testimonials from students, staff, alumni, and Registered Student Organizations for use in featured news stories, social media, and throughout the department website
- Monitor trends in marketing, technology, social media, and higher education to stay apprised of current issues affecting work in Student Affairs

- Complete other projects and duties as assigned by the Leadership Team, such as updating office signage, chairing a search committee, and serving as the department’s professional development chair to name a few

First Year Learning in Communities Instructor

Fall 2014 and Fall 2016

University College at Illinois State University, Normal, IL

- Taught a course to 20-25 freshmen that aided in their transition to college
- Created a syllabus that included myriad methods to ensure that the students achieved the learning outcomes of the course
- Provided opportunities to increase cultural awareness among the students with identity activities and the Human Library experience
- Partnered with campus departments to provide relevant information to the students
- Gave direction and feedback to a student Peer Instructor
- Met with fellow course instructors to discuss course strategies and share resources

Tourism and Conventions Marketing Manager

2006-2012

Bloomington-Normal Area Convention and Visitors Bureau, Bloomington, IL

- Promoted to Conventions Manager after just one year of working as the Tourism Manager
- Developed strategic marketing plans that included new initiatives, including social media marketing
- Partnered with a graphic designer to develop promotional materials for print and web advertising
- Promoted the community and its meeting venues to clients and established relationships with them
- Assisted clients with the planning and implementation of conferences, workshops and special events
- Met every quarterly and yearly sales goals each year from 2006-2012
- Set and oversaw the budget for conventions department
- Represented the Convention and Visitors Bureau (CVB) at national conferences and tradeshow
- Served as the liaison between the CVB and local hotels and conducted quarterly hotel meetings
- Wrote content for the CVB quarterly newsletter and press releases to distribute to local media

COMMITTEES, ACTIVITIES and AWARDS

Illinois State University Leadership Initiative	2016-present
Division of Student Affairs Career Development through Campus Employment Network	2016-present
Social Media Analysis and Response Team (SMART)	2015-present
Division of Student Affairs Inclusion Change Team	2014-present
Member of Student Affairs Administrators in Higher Education (NASPA)	2014-present
Dean of Students Office Professional Development Committee, Chair	2013-present
Dean of Students Office Coordinator Group, Chair	2012-present
Division of Student Affairs Marketing Council	2012-present
Division of Student Affairs Outstanding New Program Star Award	2016
Division of Student Affairs Donation and Sponsorship Task Force	2015-2016
Voices of Discovery Facilitator	Fall 2015
Civic Learning and Democratic Engagement Committee, Coordinator	2012-2015
Multi Ethnic Cultural and Co-Curricular Advisory Committee (MECCPAC)	2012-2015
Midwest Bisexual Lesbian Gay Transgender Ally College Conference(MBLGTACC) Advisor	2012-2015
Division of Student Affairs Promotion of Diversity Star Award	2015
YWCA Women of Distinction Steering Committee	2012-2014
Associate Member of Illinois Society of Association Executives	2007-2012
Industry Partner Member Award	2012

EDUCATION

Illinois State University, Normal, IL

Currently enrolled in Educational Administration and Foundations
College Student Personnel Administration Master's program

Anticipated graduation:
Spring 2019

Illinois State University, Normal, IL

Bachelor of Science Degree

Major: Business Administration Minor: Spanish

2002-2006