

Dr. Derek J. Hall

Professional Experience

Northern Michigan University

Assistant Vice President for Marketing & Communication, 7/14 to Present

- Oversee management functions of media relations, publications, web, print services, photo and video, social media, marketing, branding & advertising.
- Serve as University spokesman and as lead for crisis communication.
- Serve as chief marketing officer and lead campus-wide integrated marketing efforts.
- Responsible for brand development and implementation.
- Create and execute recruitment communications strategy and tactics.
- Called upon to modernize marketing efforts, established campus-wide relationships, hired top-quality staff, created strategy, set goals and created measurements for the newly established department.

Jacksonville University

Vice President for University Relations & External Affairs, 6/06 to 4/14

- Oversaw management functions of the following areas: media relations, publications, web, marketing, branding & advertising, institutional research, legislative & community relations.
- Served as university spokesman and as lead for crisis communication.
- Led campus-wide integrated marketing efforts.
- Responsible for all campus events.
- Chair of Commencement.
- Responsible for brand development and implementation.
- Staff to Presidential Search Committee, 2012.
- Executive member on Capital Campaign, Strategic Planning, Enrollment & Retention, Grounds and Facilities committees.

Interim Vice President for Student Life, 6/12 to 8/13 (concurrent responsibility)

- Oversaw management of the following areas: student activities, career services, disability services, international student services, residential life, varsity club sports, campus security, counseling, student judicial, retention services, food operations, intramurals and recreation.

Interim Vice President of Enrollment Management, 10/07 to 4/08 (concurrent responsibility)

- Oversaw the operations for Admissions, Enrollment, International Student Recruitment, Financial Aid, Registrar, Career Services and Institutional Research while a national search was conducted.

Utah Valley University

Assoc. Vice President of Marketing & Communications, 4/05 to 5/06

- Oversaw all management functions of the following departments: media relations, publications & creative services, web resources, campus events, marketing, branding & advertising, studios and engineering, and signage.
- Served as college spokesman and as lead for crisis communication.
- Managed public opinion & recruitment market research.
- Developed long-term marketing plans and led campus-wide integrated marketing efforts in support of student recruitment, fundraising, alumni and community relations.
- Co-directed campus recruitment efforts with Dean of Enrollment Management.
- Chair of the Web Committee.

Director of College Marketing & Communications, 7/94 to 4/05

- Directed the college public information efforts by establishing and maintaining media contacts, supervising writers and editing all news releases, tip sheets, and feature stories for local, regional and national media outlets and served as college spokesperson.
- Directed the integrated marketing and advertising efforts to support enrollment, college programs, events, and ongoing campaigns. Coordinate campaign creation and media buys.
- Oversaw publications department, direct and supervise the development, planning, design and creation of printed materials for the college administration, departments, and programs. Developed and implemented the graphic standards policy.
- Oversaw the planning and execution of special events that range from small hosting events for the president to campus-wide open houses, commencements, and other large public events. Developed marketing plans for public events.
- Developed publications for college capital campaigns.
- Chaired the Commencement and Integrated Marketing Committees.
- Oversaw web content.

Assistant Director of College Relations, 7/88 to 7/94

- Designed all publications for student recruitment, general information, and special events.
- Created and placed all college advertisements.
- Coordinated media relations and production of press releases.
- Organized conferences and hosting activities for the administration.
- Developed and coordinated a speaking bureau.
- Worked extensively with desktop publishing.

Adjunct Faculty

UVU, JU and NMU, 1991 to present.

Taught the following courses:

- Introduction to Public Relations
- Effective Business Presentations
- Introduction to Marketing
- Management for Environmental Technology
- Public Speaking
- Communications for the Professional
- Management Communications (MBA)
- E-commerce Marketing
- Racquetball

Education

- Brigham Young University, B.A. in Public Relations, August 1989.
- Brigham Young University, M.A. in Mass Communications Theory, April 1997.
- University of Utah, Ed.D. in Education Leadership & Policy, January 2006.
Dissertation was a nationwide survey of university presidents on marketing and branding perceptions. Results were published in Public Purpose, Fall 2005.

Professional & Community

- Charter member and chapter officer for the Public Relations Society of America.
- Recipient of multiple national awards from the National Council for Marketing and Public Relations and the Council for the Advancement and Support of Education (CASE).
- Advertising award recipient from Admissions Marketing Report.
- Member of the Communication & Marketing National Advisory Board for the American Association of State Colleges and Universities.