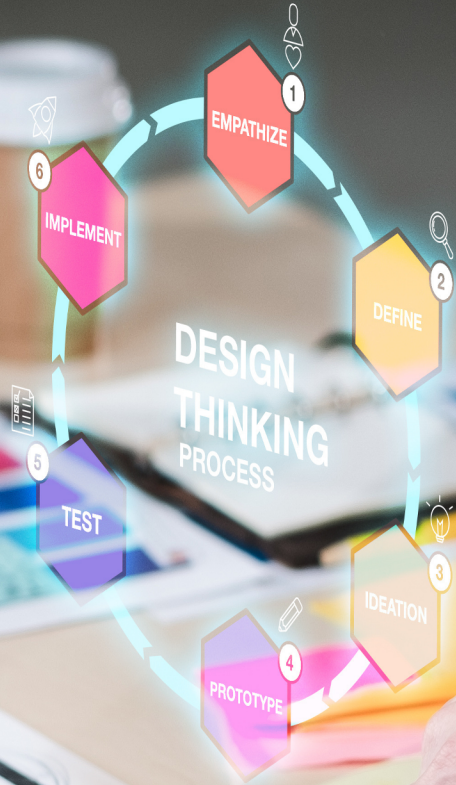


# SEAMLESS COLLABORATION WITH MARKETING & COMMUNICATIONS

JULY 2025



INSTITUTIONAL  
SUPPORT  
SERVICES



**SUBMIT A TICKET!**

[ISS.UNM.EDU/ISS-SHARED-SERVICES/  
ISS-MARKETING-AND-COMMUNICATIONS](https://ISS.UNM.EDU/ISS-SHARED-SERVICES/ISS-MARKETING-AND-COMMUNICATIONS)

# MISSION & VISION, MEET THE TEAM

## MISSION

Our Marketing & Communications team supports ISS by delivering targeted, impactful strategies that enhance the visibility and engagement of UNM's core operations. We focus on promoting competitiveness, exceptional customer service, and the creation of unique experiences, all while reinforcing The University's core mission. Through clear messaging and dynamic campaigns, we help amplify the value and reach of these essential services.

## VISION

Our Marketing & Communications team envisions supporting ISS in establishing The University of New Mexico as the premier educational destination and top place to work that fosters academic excellence and enriches the quality of life. Through compelling storytelling and innovative marketing, we highlight the outstanding services, core values, and exceptional experiences that make UNM the preferred choice for students, faculty, staff, visitors, and patrons.



**Lydia Thomas**

**Marketing & Communications  
Manager**

Lydia leads the division's strategic marketing and communication efforts, serves as a key contact for media relations, and manages the ISS Marketing & Communications team, serving 17 units in all areas. Leadership responsibilities extend beyond this as Lydia chairs the ISS Marketing & Communications (MarCom) Committee.



**Teianna Mitchell**

**ISS Marketing Representative**

Joining us August 2024 with a background in environmental non-profits and sustainability, Teianna works to fulfill various marketing, communications and web needs of the 17 units of ISS. Teianna has a strong background in graphic and web design, and bringing ideas to life. Teianna is exploring photography and project management this year.



## Joshua Whitman

### PATS Marketing Representative

Dedicated to internal client, Parking & Transportation Services (PATS), Joshua focuses on external communications, marketing support, maintaining websites, and assisting with event coordination. Joshua helps to fill in gaps and assist with projects for ISS Marketing & Communications when available. Joshua has a strong background in photo/videography, graphic & web design, public speaking and communications.



## Ryan Kampmeier

### Facilities & Environments Public Information Rep.

Joining the team in March 2025, Ryan's position is dedicated to the Facilities & Environments internal clients (FM, FDC, Utilities, CCSP, and Office of Sustainability), Ryan focuses on internal and external communications, marketing support, maintaining websites, and assisting with event coordination. Ryan helps to fill in gaps and assist with other projects for ISS Marketing & Communications when available. Ryan has a strong background in communications, web design, photo/videography, and graphic design.



## Alma Gaxiola

### ISS Marketing & Communications Student Assistant

Alma is a College of Fine Arts student at UNM, joining the team in January 2025. Coming from New York, Alma is bilingual in Spanish and supports the team with basic graphic design, communication writing, translation, data analysis, and basic website edits. Alma is excited to learn everything there is to know, and looks forward to supporting the team.

## TEAMWORK MAKES THE DREAM WORK.

Although we work in designated or general areas, our team is cross-functional to best support our staff. One person's skills may be used to another project's advantage, determined by the ISS Marketing & Communications team as needed.

# HOW TO FIND US

## COMMUNICATION IS KEY

**Communicate (verb):** To convey or exchange information, ideas, or feelings effectively through various means such as speech, writing, visuals, or actions. Communication involves both delivering a message and ensuring it is understood by the intended audience.

**While we support 17 units and our team is in high-demand, timely responses are essential for project progression. If we do not hear back soon, we will prioritize other requests.** Speak up if you feel your project is not being taken care of — we want to help.

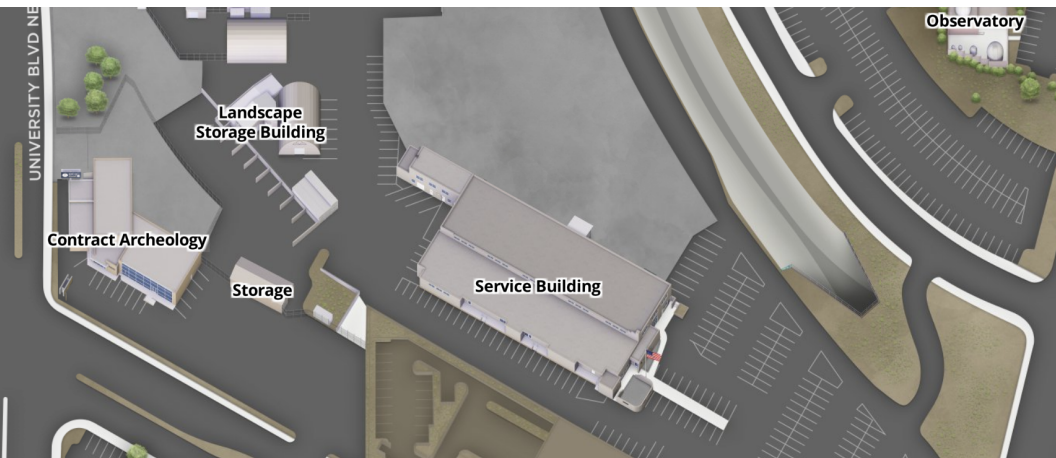


## CHECK WHERE YOUR PROJECT IS IN OUR QUEUE

**Wondering what the status of your project is?** [Click here](#) to see our current workload!

## WHERE WE ARE

**204 Service Building:** Our team is on-site 3 days per week on a varied schedule. Call us on Teams, or send a message to coordinate a meeting!



# OUR SERVICES

## MARKETING STRATEGY

We specialize in crafting data-driven campaigns, optimizing brand messaging, and integrating cross-channel communications to engage diverse audiences effectively. With a focus on

innovation and results, we ensure marketing efforts align with organizational goals and resonate with target markets. *Including:*

- Developing marketing strategies aligned with ISS and UNM objectives
- Creating targeted campaigns to enhance visibility and engagement
- Managing cross-channel communications for consistency and impact



## DESIGN & PHOTOGRAPHY

Our team delivers creative and visually compelling solutions that bring our brand to life. We specialize in designing impactful visuals, from project marks and brochures to digital media and

promotional materials, ensuring our brand's identity is consistently represented across all platforms. With a focus on aesthetics and communication, we create designs and photography that inspire and resonate with any audience.

*Including:*

- Designing marketing materials such as flyers, brochures, social media graphics, billboards/signage, and templates for self-service
- Developing project marks/logos within brand guidelines
- Capturing and editing photography, such as portraits, facilities, or events
- Designing iconography and illustrations



# COMMUNICATIONS & MESSAGING

Services in crafting press releases, engaging articles, and impactful media content that amplify our brand's voice. We specialize in clear, concise messaging that captures attention and effectively



communicates key narratives to the right audiences. *Including:*

- Writing press releases, internal announcements, and stakeholder updates
- Drafting website text content, articles, and online newsletters
- Managing ISS-wide messaging consistency
- University-wide PR strategy

# WEBSITE MAINTENANCE / UX

Essential website management services ensure online presences are seamless and up-to-date. We handle everything from routine content updates and site maintenance to optimizing user experience and functionality. *Including:*



- Performing routine updates (text, images, and minor layout changes)
- Ensuring accessibility and compliance with university guidelines
- Troubleshooting basic functionality issues
- Website mapping and planning

**Advanced or large amounts of edits require client contracts with University Communications & Marketing (UCAM) Web Communications team.**  
[webmaster.unm.edu/services](http://webmaster.unm.edu/services)

**LOOKING FOR  
A TEMPLATE?**



Find resources  
on the MarCom  
website!

# DOES MY PROJECT NEED A COMMUNICATIONS PLAN?

A communications plan ensures that the right messages reach the right audiences at the right time. It provides a structured approach to sharing information, managing expectations, and supporting project success.

## Do I Need One?

- **Is your project impacting a broad audience** (students, faculty, staff, visitors, or external stakeholders)?
- **Will it introduce a change**, new service, disruption, or major update?
- **Could confusion or lack of awareness create challenges?**

If you answered **YES** to any of the above, **a communications plan is needed as part of your earliest project planning!**

## What Should Be Included?

- **Project Overview** – Brief description, goals, and timeline
- **Key Audiences** – Who needs to know? (Students, faculty, staff, community, etc.)
- **Key Messages** – Clear, concise takeaways for each audience
- **Communication Channels** – Email, social media, signage, website updates, etc.
- **Timeline & Milestones** – When and how information will be shared
- **Media Point of Contact** – Who manages communications and handles inquiries
- **Subject Matter Expert** – Who can be interviewed with the most knowledge of the project

## Final Check

If you're unsure, reach out to your ISS Marketing & Communications Manager, Lydia Thomas Igosling@unm.edu, to determine the best approach!

# EXTERNAL MEDIA SUPPORT

*Including:*

- Coordination with external interviews
- MarCom Representative attendee at interview if desired
- Collaborating with UCAM as needed



**If you have an external media request, you must notify Lydia Thomas, ISS Marketing & Communications Manager; Steve Carr, UCAM Marketing Director; Shawna Wolfe, ISS VP in a combined email prior to responding to the request.**

# INTERNAL CONSULTATION & SUPPORT

*Including:*

- Advising units on branding, messaging, and marketing best practices, and recommending tools for self-service
- Providing creative direction for campaigns and initiatives
- Educating ISS units on self-service tools for minor design (Marq)



# PROJECT & WORKFLOW MANAGEMENT

*Including:*

- Prioritizing and scheduling marketing requests from 17 diverse units
- Streamlining processes to ensure timely delivery of materials
- Collaborating with other UNM departments (UCAM, IT, etc.) as needed



## EXTENDED LEAD TIME REQUIRED

The following projects require intensive labor and/or scheduling in advance. While you're planning your complex project, reach out early! (2-3 months in advance min.)

### Large-Scale or High-Volume Design & Branding Work

- Complex branding projects such as full rebrands or large initiatives, ie. Year-long projects, Construction Signage, etc.
- High-volume collateral production (large batch print campaigns)
- Advanced motion graphics or animation
- 5+ minute videos

### Event Logistics & Large-Scale Promotions

- Full-scale events with basic marketing support (collateral, promotional items, etc. – i.e. Town Halls, Groundbreaking / Ribbon Cutting)

## WHAT WE CAN'T SUPPORT

**While we can provide templates, we cannot perform administrative support.**

Your team is required to manage the following items:

- **Complete event management** – we can provide tools, but cannot manage your event from start to finish.
- **Compile presentations as the subject matter expert** – ask for a review!
- **Maintain org charts on a department level** – use a template with a Smart Chart through Microsoft Excel or PowerPoint!
- **Survey or form management** – we can recommend a tool or provide a template, but you must "own" the data.
- **Customer outreach** – as we are not the subject matter experts, please coordinate and communicate directly with your customer.

## YOU KNOW YOUR PROJECT BEST, WE CAN HELP MAKE IT A REALITY.

When working with our team, you will be required to provide all basic information for us to complete exceptional work – please be prepared:

**What is the project?**

**Why are we doing it?**

**Who is it for?**

**Where / location details?**

**Need by when? Event date?**

**Links or Call to Action**

Any relevant details is a plus!

# OUTSOURCING REQUIRED

## **WE'RE A SMALL, BUT MIGHTY TEAM**

Our Marketing & Communications team is limited on staff members, supporting 17 units of work, plus major University initiatives that come from our executive administration. With a full queue, we might be unable to help in the following areas:

### **Large-Scale or High-Volume Design & Branding Work**

- Complex branding projects (full rebrands, new sub-brand development)
- High-volume collateral production (large batch print campaigns, bulk marketing materials)
- Advanced motion graphics or animation

### **Advanced Website Development & Technical Support**

- Major site overhauls or redesigns
- Backend coding, database management, or complex UX/UI work
- Integration of new software or functionality beyond basic updates

### **Extensive Video Production**

- High-production-value videos requiring scripting, voiceovers, and intensive editing
- Livestreaming and event recording requiring multiple camera setups

### **Paid Advertising & Advanced Digital Marketing**

- Running large-scale paid ad campaigns (Google Ads, social media advertising)
- SEO/SEM strategy and execution
- Advanced analytics tracking and optimization

### **Event Logistics**

- Managing full-scale events beyond marketing support (venue coordination, catering, AV, etc.)

### **Media Buying & Crisis Outreach**

- Negotiating advertising placements with external media outlets
- Crisis communications

**If you need help with any of these areas, reach out to Lydia Thomas for additional information!**

# EXPECTED TURN-AROUND TIMES & EXPECTATIONS

*Estimated turn-around times are based on when a project is opened v. completed fully.*

## MARKETING

Project Type	Est. Business Days	Weeks
Ad Campaign	48	10
Graphic Design	11	3
<b>Marq Approvals</b>	<b>&lt;2</b>	<b>0</b>
Presentation Assistance	10	2
Strategy / Planning	16	4
Email Blast	5	1
Project Management	13	3
Photography	14	3
Templates	6	2
Promotional Items	45	9

## COMMUNICATIONS

Editing / Review	13	3
Leadership Statements	8	2
Planned Maintenance Notice	4	1
UNM Newsroom Article	18	4
Media Inquiry	5	1

## WEBSITE MAINTENANCE

Complex, or large requests	38	8
Simple changes	2	0

# MARKETING SELF-SERVICE

## GET MORE OF US, USE A TEMPLATE!

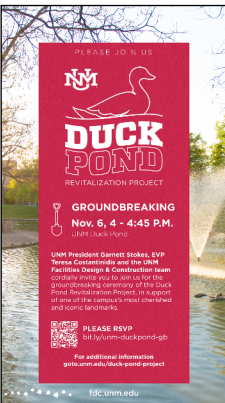
With so many requests, your project might take a while. We are proud to offer a collection of Microsoft Office templates online, as well as the opportunity to use an on-brand template site, Marq, that's supported across The University. **These are custom designs created by UNM Marketing professionals designed to keep you on brand, and are open for your teams to use. Alternately, submit a request for a specific template to be built for your team!**


## ABOUT MARQ | YOUR SPEED DESIGN DESTINATION

ISS Marketing & Communications has a limited number of licenses available to teams, to access an online marketing platform called Marq. Turn around times for document approval could be same-day with little to no downtime.

If you find your team needing a lot of flyers for events, or even a suite of marketing collateral, Marq is your new best-friend. We can upload your existing documents in design software, directly to the site for easy access and editing by your team. **Have you ever used Canva? The exact same, except branded specifically to UNM — no more flyers rejected by UCAM, we're you're design gurus here to help! Every document is reviewed and approved by one of our team members to help you shine in no time.** Free licenses provided by ISS Marketing & Communications are limited — reach out early, or purchase extra at ~\$174/year!

## SAMPLE WORK ON MARQ





**ENERGY SAVINGS**  
PERFORMANCE IMPROVEMENT  
AT SOUTH CAMPUS

**BENEFITS BY THE NUMBERS**

Anticipated Annual Operational Savings: **\$306,875**

Estimated IRA Direct Pay: **\$211,094**

Anticipated Pounds of CO<sub>2</sub> Saved Annually: **2.2 M**

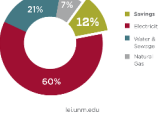
Anticipated Utility Rebate: **\$108,963**

**ENERGY EFFICIENCY. RENEWABLE ENERGY. WATER CONSERVATION.**

UNM has undergone an investment grade energy audit of the South Campus including the Athletics Department to identify utility and operational savings opportunities to help address critical facility and infrastructure needs and support energy efficiency and renewable energy initiatives as outlined by the Governor. Key facility improvements included with the project include:


- 18kW Solar PV Array at Upper Championship Golf Course
- Usapack Interior and Exterior Lights to LED
- Duct Sealing
- Heating, Ventilation, and Air Conditioning (HVAC) Equipment and Controls Upgrades
- Low Voltage Transformers
- Building Commissioning

**REDUCTION IN BASELINE ANNUAL UTILITY COSTS**



**Total Project Amount: \$7.2 M**

Funded by Operational Savings: **\$6.68 M**





**MENU**

WEEK OF

**MO. XX**  
**MO. XX**  
**2024**

**JOIN US FOR LUNCH 11 A.M. - 1:30 P.M.**

**MEMBER: \$9.25 + TAX | NON-MEMBER: \$10.75 + TAX**  
We accept Dining Dollars, Lobo Cash, Major Credit Cards & Cash

**MON. | MO. XX**  
Chicken Soup with Sun-dried Tomato & Basil Goat Cheese

**TUE. | MO. XX**  
Lemon Roasted Chicken

**WED. | MO. XX**  
Chipotle Pork Loins with Pineapple Salsa

**THUR. | MO. XX**  
Lemongrass Chicken

**FRI. | MO. XX**  
Pan Seared Chicken with Hatch Green Chile Cream Sauce

**Host your next event with us!**



**Join us for Happy Hour on Fridays, 4-7 p.m.!**

If you are planning a luncheon with a group of 8+ guests, special accommodations may be required. Please call or email us at least 24 hours in advance to set our menu, food and table arrangements. Special event rental is required for larger groups of 15+.

[universityclub.unm.edu](http://universityclub.unm.edu)

## Swing BIG for the UNM Championship Golf Course

Support the UNM Golf Course and help us enhance facilities, expand opportunities for students and athletes, and keep this incredible course thriving for the Lobo community.

Whether you're a weekend golfer, a dedicated athlete, or simply love the game, your contribution helps shape the future of golf at UNM. Let's make excellence together—one donation at a time.

**Make your donation before February 12, 2025!**



[unmfund.org](http://unmfund.org)  
#200324

**UNM BIG GIVE**

UNM CHAMPIONSHIP GOLF COURSE

**MOVE-IN DAY IS COMING!**

ITEMS NEEDED BY

**AUG. 5, 2024**

RLSH is planning move-in bags for incoming residents! Make an impact by contributing items for the new students. Examples: Flyers | Coupons | Department Merch | etc.

To coordinate drop-off of donated items, please contact **Oliver Riggie**, [riggie@unm.edu](mailto:riggie@unm.edu)

**RESIDENCE LIFE & STUDENT HOUSING**

**Attention Lobos:**  
Donate Your Team's Swag for a Memorable Student Move-In Day!

**2,500 Move-In Bags**



**YOU'RE INVITED | ESTAS INVITADO**



**VP OFFICE FOR INSTITUTIONAL SUPPORT SERVICES**



## UNM FACILITIES MANAGEMENT

STAFF ENGAGEMENT ROUNDTABLES

**THURSDAY, NOV. 14, 2024 | 7 A.M. — 3 P.M.**

Hokona Hall Ballroom - North Entrance

**Custodial | 7 — 7:50 A.M.**

**Grounds | 8 — 8:50 A.M.**

**Recycling, Sign Shop, and Special Activities | 9 — 9:50 A.M.**

**Engineering & Energy Services and Automotive | 10 — 10:50 A.M.**

**Facilities Maintenance Areas 1 & 2 | 11 — 11:50 A.M.**

**Facilities Maintenance Areas 3 & 4, and Lock Shop | 1 — 1:50 P.M.**

**Administration, Accounting, Work Control, Communication, Operations Manager, and Trades Inspectors | 2 — 2:50 P.M.**

**RSVP** [forms.office.com/r/Ljn77MKEuf](https://forms.office.com/r/Ljn77MKEuf)  
by Monday, November 11, 2024

iss.unm.edu



THE UNIVERSITY OF NEW MEXICO

**SUSTAINABILITY.UNM.EDU**

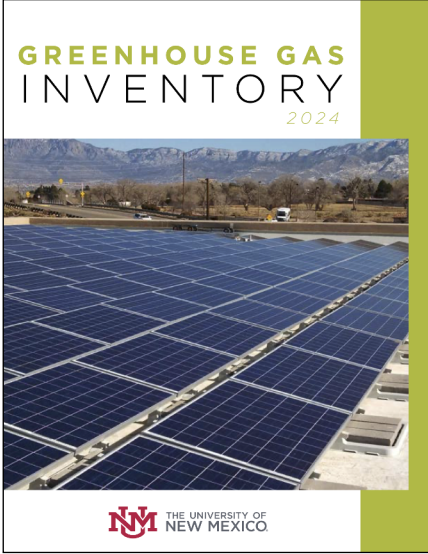
# North Campus Clean Up Day

## APRIL 22, 2025



**CELEBRATE EARTH DAY WITH THE PACK!**

# 2024-2025 PORTFOLIO



2024 Office of Sustainability Greenhouse Gas Inventory Report



UNM Food Delivery Robot Launch, External Media Support



2025 Legislative Session Humanities Project Plan & Design



PATS Summer 2024 Town Hall



2024 Campus Clean Up Event



Duck Pond Project Update Digital Signage





PATS Window Wraps



2024 Holiday Card



FDC Duck Pond Fence Advertising Plan



### PARKING & TRANSPORTATION SERVICES QUICK GUIDE

**ENFORCEMENT:**

Fall & Spring semester enforcement hours are available at [pats.unm.edu](https://pats.unm.edu). University Breaks, Holidays and Summer session hours are subject to change. The enforcement of parking structures, reserve, pay station spaces, and areas restricted by signage (residential permitted zones, official vehicle spaces, service vehicle spaces, loading zones, ADA spaces, fire lanes, safety curbs, etc.) are subject to 24/7 enforcement.

**3:45 P.M. RULE:**

Monday-Friday: After 3:45 p.m.  
Saturday-Sunday: All Day  
Commuter and most proximity parking permits become valid for use in regular parking spaces in most commuter and proximity parking zones.

Does not apply to restricted parking spaces including parking structures, pay stations, ADA, reserved, official/service vehicle only, and all residential lots.

**AVOIDING CITATIONS:**

- Properly display your parking permit. If using a sunshade, ensure the permit is visible on review mirror or on driver side dashboard. Permit number and expiration date must be visible. Visit [pats.unm.edu/citations](https://pats.unm.edu/citations) for permit placement & better parking tips.
- Park only in the zone that corresponds to your permit you're purchased to avoid any parking violations. Be sure to park responsibly, between two white lines and/or at a bumper barrier.
- Observe parking restrictions. Never park in spaces designated with special signage, such as ADA, reserved, official/service vehicle only, or loading zones.

**If you receive a parking citation, you have two options:**

**PAY OR APPEAL.**

1. Visit [pats.unm.edu](https://pats.unm.edu)
2. Select "Citations & Appeals" link on homepage;
3. Pay the citation - OR;
4. Complete appeal process
5. You must Pay or Appeal within five (5) business days to avoid late fees.
6. Need assistance? Call us at (505) 277-1938, email us at [parktran@unm.edu](mailto:parktran@unm.edu) or visit us in-person.

**PARKING LIABILITY WAIVER**

The University of New Mexico ("UNM") assumes no responsibility or liability for the care or protection of any vehicle or its content while it is parked on university property and permit holder hereby releases UNM from any liability arising from fire, theft, damage to or loss of your vehicle or any vehicle left thereon.

UNM reserves the right to block or otherwise restrict parking areas and roadways for maintenance, special events, or other functions deemed appropriate.

PATS Quick Guide



FDC CCAT Fence Advertising Plan



ISS Rebrand Initiative

# UNM is now an official Higher Ed

For more information

visit [go.unm.edu/sustainability-events](http://go.unm.edu/sustainability-events)

## Tree Campus

visit [go.unm.edu/sustainability-events](http://go.unm.edu/sustainability-events)

# Let's Celebrate

Join us to kick off earth month and celebrate UNM becoming an Arbor Day Higher Education Tree Campus.

**Tuesday, April 1, 2025**  
**12:30-1:30 p.m.**  
**Flagpoles south of Scholes Hall**

# 24AFS000101

# A

## PARKING & TRANSPORTATION SERVICES

**Valid: 08.21.24 - 08.18.25**

# 24AFS000101

## Driving Change: How UNM's Parking & Transportation Services Improves Campus Life

By Lydia Thomas | October 03, 2024

**Category:** [UNM Food](#) [Parking](#) [Institutional Support](#) [Service](#) [Latter News](#)

At the University of New Mexico, the campus thrives on collaboration, innovation, and a shared commitment to diversity and equity. In 2024, the University's Parking and Transportation Services (PTS) team has taken a significant step forward, introducing a new fleet of red and white shuttle buses to improve campus mobility and sustainability.

**Driving a New Vision Forward**  
 After a year of planning and consultation, the PTS team has introduced a new fleet of 100 red and white shuttle buses to improve campus mobility and sustainability. These buses, which are equipped with wheelchair ramps and are accessible to all, will be used to transport students, faculty, and staff across campus. The new fleet is a significant investment in the University's commitment to accessibility and sustainability.

**Driving a New Vision Forward**  
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## PATS Positivity Article

## Sustainability Tree Campus Digital Signage

## INTERACTIVE Campus Map

Now available on mobile & desktop!

**evolutionizing campus navigation: UNM launches interactive campus map**

By Lydia Thomas | July 11, 2024

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## Revolutionizing campus navigation: UNM launches interactive campus map

## PATS Parking Permits

## On-campus robot delivery is here!

Order on GrubHub from on-campus dining options offering robot delivery today

**UNM Food partners with Starship technologies to launch robot delivery service**

By Lydia Thomas | July 11, 2024

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## Public Forums

ASSISTANT VICE PRESIDENT FOR FACILITY SERVICES

**Public forums for Assistant Vice President for Facility Services finalists announced**

By Lydia Thomas | July 11, 2024

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## Public forums for Assistant Vice President for Facility Services finalists announced

## Tips and tricks for Campus Boulevard angled parking

By Lydia Thomas | October 03, 2024

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## Tips and Tricks for Back-In Parking

## UNM announces exciting renovations for Duck Pond

By Lydia Thomas | July 11, 2024

**Category:** [UNM Food](#) [Institutional Support](#) [Service](#) [Latter News](#)

At the University of New Mexico, the campus thrives on collaboration, innovation, and a shared commitment to diversity and equity. In 2024, the University's Parking and Transportation Services (PTS) team has taken a significant step forward, introducing a new fleet of red and white shuttle buses to improve campus mobility and sustainability.

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# OUR WORK | FY25, 7/24 - 6/25

Our team tracks every project request to ensure that your project is kept track of. This is why we need project submissions to our intake portal — it captures all details to help us, help you best. Data on our live dashboard reports the current fiscal year.

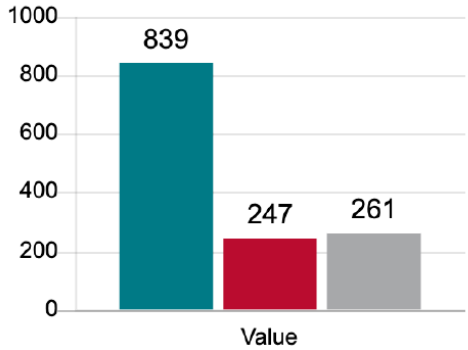
## Total Projects

# 1183

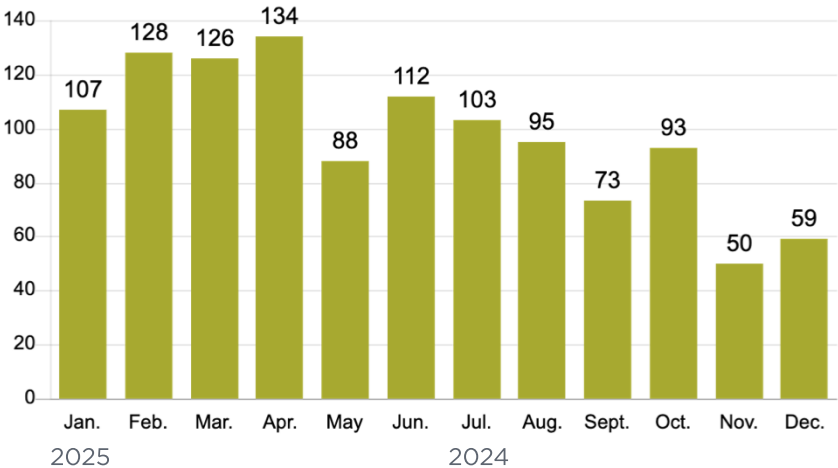
## Average Days Open

# 9.48889

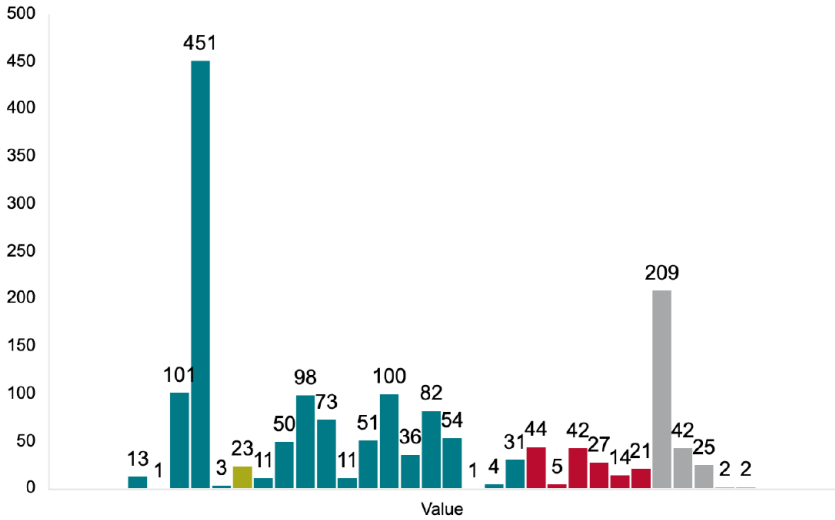
## Category Totals



## Opened Projects

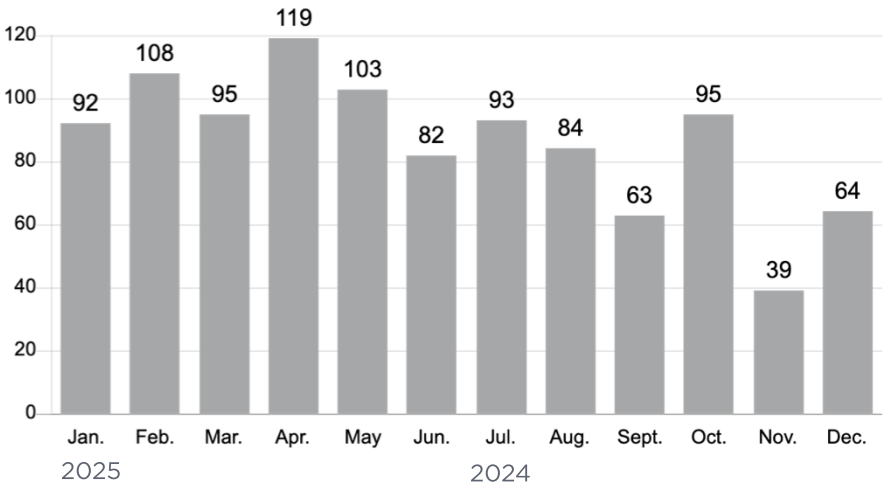


### Project Type



- Advertising Campaign
- Consultation
- Email Blast
- Graphic Design
- Logo Request
- Marq Approval
- Material Review
- Photography
- Presentation
- Project Management
- Promotional Item
- Social Media
- Strategy Planning
- Tabeling
- Template
- Training
- Transportation / Vehicles
- Video / Motion Graphic
- Other
- Editing / Review
- Interview
- Leadership Statement
- Press Release (<200 Words)
- Media Inquiry (1 Week Min.)
- UNM News Room Article
- Website Edits
- FM Outage
- Interactive Map
- Website Audit
- Site Mapping Strategy

### Completed Projects



A scenic view of a city with a large mountain in the background and a dense forest in the foreground. The text "THANK YOU" is overlaid in the center. The image shows a cityscape with several tall buildings, including one with a prominent red roof, set against a backdrop of a large, rugged mountain range under a sky with scattered clouds. The foreground is filled with lush green trees.

THANK YOU