

IMC director leaving for Florida State University

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<http://www.uwosh.edu/today/5410/imc-director-leaving-for-florida-state-university/>

Having completed nearly four years of service, Jeanette DeDiemar resigned her position as Executive Director of Integrated Marketing and Communications to accept the position of Assistant Vice President for University Relations and Director of University Communications at The Florida State University in Tallahassee, Fla.

As the Executive Director of Integrated Marketing and Communications, DeDiemar provided transformative leadership to the University's communications efforts. Working with the University's senior leadership team, Jeanette expanded a model for communications that promoted integrated marketing and University branding initiatives for news relations, print media, the University magazine, alumni relations, and web/e-communication outreach efforts.

“As the state's third largest publicly supported institution, UW Oshkosh now has the ability and sophistication to effectively reach new audiences and share the value of our University's service to the state, including continued access to affordable educational opportunities,” stated Chancellor Richard H. Wells. “Jeanette provided a sense of forward-looking momentum in the area of integrated marketing and communications that is crucial for the continued growth and success of UW Oshkosh.”

Arthur H. Rathjen, President of the University Foundation, said, “Jeanette helped define and embrace new patterns of communication to better serve the needs of our campus community. We are much more sophisticated with our communication efforts. We wish her well with her career endeavors.”

Upon assuming her new position at Florida State, she will manage the office of communications as well as news and public affairs, marketing and branding operations, and the university public radio and television stations. Florida State University has an enrollment of 30,000 students and is recognized by the Carnegie Foundation's highest designation as a Doctoral/Research University.

DeDiemar concludes her work at the University at the end of August and will transition to her new appointment during the September/October time frame.