

# Marc Whitt

Director of Philanthropy Communications at University of Kentucky

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## Summary

Marc Whitt has served for over 30 years as an administrator, instructor and consultant in higher education public relations, marketing and fundraising.

Marc is Director of Philanthropy Communications at the University of Kentucky where he is responsible for UK Philanthropy's campaign communications, strategic messaging, publications, website, social media, media relations, and other external and internal communications and outreach. He also serves as a part-time instructor in the UK Department of Integrated Strategic Communication and is a columnist for University Business magazine. Before joining UK, he was Associate VP for Public Relations & CCO at Eastern Kentucky University and VP for Communications & Marketing at Campbellsville University.

Marc is a frequent presenter having addressed such organizations as the American Association of State Colleges & Universities, International Town & Gown Association, Council for Advancement & Support of Education and Brazil's International Higher Education Marketing Institute.

His work has achieved measurable results garnering over 40 honors including back-to-back CASE Silver Medal Awards for Total Institutional Relations Program. In 2015, he received the James C. Bowling Excellence in Public Relations Award by the UK Journalism Alumni Association/UK Department of Integrated Strategic Communication. That same year he received the Distinguished Alumnus Award from the ECU Department of Communication. Recently Onalytica, a firm that identifies social influencers, named him among the "Top 100 Public Relations Influencers on Twitter;" he was ranked 21st. Additionally, Kentucky Music Educators Association District 11 presented him with its Friends of Music Award, and CASE Kentucky with its Beth K. Fields Service Award for Leadership in Advancement.

Marc and his wife, Jennifer, are the parents of Emily (Mark Wayne Fields), Elizabeth (Christian Muncie) and Jacob, and grandparents to Annaleigh Fields.

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## Experience

### **Director of Philanthropy Communications at University of Kentucky**

August 2015 - Present

Responsible for promotional messaging of UK's philanthropic programs, including campaign communications, strategic development messaging, publications, website, social media, and other external and internal communications and outreach.

Committees:

UK Campaign Leadership Team

UK Brand Council

UK Alumni Affairs Council

UK College Communicators

James C. Bowling Scholarship Selection Committee (2017)

**Part-time Instructor, Department of Integrated Strategic Communication at University of Kentucky**

August 2016 - Present

Teaching "Event Planning" (ISC 471), a course that introduces students to the process of planning an event by exploring and developing specific planning procedures, communication methods and evaluation. Topics include research and planning, attracting sponsors and exhibitors, using integrated strategic communication to generate publicity and awareness, and evaluating event effectiveness toward reaching client objectives.

**Lecturer, Department of Communication at Eastern Kentucky University**

January 2015 - June 2015 (6 months)

Taught "Public Relations in the Performing Arts" and "Public Speaking"

**Associate Vice President, Public Relations at Eastern Kentucky University**

March 2003 - January 2015 (11 years 11 months)

Served as Chief PR Officer and Spokesperson; Served on President's Administrative Council (2003-15); Developed award-winning program within first year of duties with honors from CASE District III and Admissions Marketing Report; Oversaw crisis/reputation management with media and public; Developed first set of policies/business procedures related to: University News Releases (2003), University Advertising (2003), University Publications (2003), University Banner Display (2003), University Web Communications (2003); Converted all Division print publications to electronic publications (Summer 2003); Established ECU's first daily electronic internal bulletin for faculty and staff- ECU Today (Summer 2003); Led ECU to record state and national news placements each of past 12 years with media values reaching \$4 million in FY 2012-13; Developed ECU's first official Visual Identity Guide for branding management (2006); Established ECU's first social media/student hometown news service via readMedia as means of blending social media, PR and web marketing to promote students, programs, honors and achievements; Launched ECU's first Twitter- @NewsECU (Jan 2009); Administered Division's Facebook, LinkedIn, Twitter and Google+; Led Division's Twitter @NewsECU to be ranked Top 10% of Twitter accounts worldwide (HubSpot's Twitter Grader, 2013); Established, negotiated branding presence at Blue Grass Airport; Organized, led national media tours for President in New York City and Washington (2003-14); Led ECU/City of Richmond to join International Town & Gown Association; Conceived concept and organized President's Community Leadership Breakfast Meetings (2007-13); Initiated and led ECU's successful hosting of Southern Growth Policies Board Annual Community Forums that uniquely combined members of Richmond and Berea

Chambers with high school leadership (2007-13); Worked with White House Advance Team in preparation of U.S. First Lady Michelle Obama's ECU May 2013 Commencement appearance

**Adjunct Instructor in Public Relations, Department of Communication at Eastern Kentucky University**

August 2007 - December 2014 (7 years 5 months)

Designed and teaches the service learning course, "Public Relations in the Performing Arts" (PUB 415S).

Additional courses taught: "PR Special Events Planning and Management" (PUB 385) and "Public Relations Principles" (PUB 375).

**Vice President for Communications and Marketing at Campbellsville University**

2001 - 2003 (3 years)

Served as Campbellsville University's Chief PR and Marketing Officer, and University Spokesperson; Managed daily operations of office staff of five professionals and 10 Communications students; Oversaw a multi-faceted Marketing Communications, Public Relations, Media Relations, Public Information and Broadcast Television (low-power television- W04BP-TV4/cable network affiliate- FamilyNet and community cable TV bulletin board service) program that included the University's institutional branding program, external publications, marketing materials and advertising, design and content management of the University's website, public information, special events planning and management, direct mail design and copywriting, media relations and community relations; Coordinated office's annual goals and objectives to assist and support those initiatives that seek to recruit prospective students, retain current students, and to better inform and involve current and future donor support for the University through an integrated marketing approach; Served on the University's Administrative Council

**Special Assistant for Marketing Communications at Appalachian College Association, Inc.**

2001 - 2002 (2 years)

Through a special arrangement with Campbellsville University, initiated a one-year ACA funded marketing communications program for the Appalachian College Association, a consortium of private colleges in 5-state region.

**Adjunct Instructor, Sociology at Campbellsville University**

1999 - 2002 (4 years)

**Vice President for Advancement at Campbellsville University**

1997 - 2001 (5 years)

Served as University's Chief Development and Marketing Officer; Supervised Development, Alumni and Parent Relations, Public Relations and Marketing, Annual Giving, Broadcast Services, Planned Giving and The American Civil War Institute of Campbellsville University; Assisted in University's 150% student enrollment growth during a period of eight years through implementation of a strategic and results-oriented marketing plan; Developed University's first advancement annual macro and micro goals and objectives; Employed University's first female Development Director; Responsible for cultivation and solicitation of annual and major gifts; Responsible for overall communication and marketing program; Served on Executive

Committee of University's Board of Advisors (ex officio); Served as University's campaign pointperson for PARTNERSHIP 2000—a joint campaign involving the Kentucky Baptist Convention's three senior liberal arts colleges; Led University to record number of donors in 1997-98; Led University to four consecutive years of increased donor support including record giving year in 1999-2000 for which \$4.2 million was raised from private, foundation, corporate and church support (cash and in-kind gifts), plus additional \$1.7 million deferred giving; Prepared Office of Advancement's "Standards and Practices Manual," a 100-page document that outlined policies and procedures for donor support, stewardship of gifts, and staff responsibilities; Organized University's first-ever Board of Alumni (a volunteer board of 50 people) and the Parents Council (a volunteer council of 14 parents of currently enrolled students); Initiated campus-based special events of Family Weekend and the Senior Class Ring Ceremony; Assisted in policy making as it relates to Development and Public Relations; Represented University at annual Kentucky Baptist Convention and Southern Baptist Convention; Chaired Presidential Inauguration Committee for Dr. Michael V. Carter

### **Assistant to the President for Public Relations and Marketing at Campbellsville University**

1994 - 1997 (4 years)

### **Director of Public Relations and Marketing at Campbellsville University**

1992 - 1994 (3 years)

Responsible for public relations program's news, marketing, publications, broadcast services and sports information; Oversaw staff of three plus 10 student news writers and photographers, and two communication interns; Developed a CASE award-winning program in less than one year; Editor and creator of the College's first-ever magazine for alumni and friends—Campbellsvillian; Responsible for developing College's first-ever Crisis Communications Plan that was included in the College's Administrative Policies and Procedures Manual; Oversaw development of College's first-ever institutional identity program; Served as Sports Information Director

### **Director of Public Relations at Georgetown College**

January 1988 - October 1992 (4 years 10 months)

Responsible for overseeing the creation and development of a comprehensive public relations and marketing program, giving specific attention to the areas of news, marketing, publications and sports information; Managed a professional team of three staff, two communication interns and two workstudy students; Developed a National CASE award-winning program in less than two years; Responsible for the national television broadcast of the 1991 NAIA Football Championship Game and media relations; Established the Mid-South Conference Sports Information Directors Association; Chair, Mid-South Conference Sports Information Directors Association; Represented the College at the annual Kentucky Baptist Convention

### **Director of Communications at Louisville Convention & Visitors Bureau**

July 1987 - December 1987 (6 months)

Served as one of three senior management directors (Communications, Tourism, Convention Sales); Responsible for promoting the Greater Louisville's tourism and convention industries before state, regional, national and international, media and convention marketing agencies; Managed the Bureau's publications,

convention advertisements, public information and media relations; Editor of a weekly convention and tourism newsletter; Represented Bureau at official City functions as determined

### **Associate for Church Relations/Admissions Counselor at University of the Cumberlands**

June 1985 - July 1987 (2 years 2 months)

Responsible for developing a church relations program; Responsible for student recruiting at Southern Baptist churches across Kentucky, West Virginia and Ohio; Assisted with the 100-member Church Relations Advisory Board; Traveled 280-plus days a year; Oversaw the production of admissions marketing publications; Represented the College at the annual Kentucky Baptist Convention, West Virginia Convention of Southern Baptists, the Ohio Baptist Convention and the Southern Baptist Convention; Publicly addressed more than 100 church-related groups each year ranging from annual Baptist association meetings to church services

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## Education

### **Eastern Kentucky University**

Master of Arts, Sociology, 1983 - 1985

**Activities and Societies:** Public Relations Graduate Internship; EKV Department of Music; University Singers

### **Eastern Kentucky University**

Bachelor of Arts, Speech Communication & Human Relations, 1978 - 1982

**Activities and Societies:** Marching Band, Symphonic Band, Concert Band, University Singers, Concert Choir, Interdormitory Council, Dupree Hall Council

### **Paintsville High School**

Diploma, 1974 - 1978

**Activities and Societies:** Band, Chorus, Quill & Scroll Society, Student Government

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## Honors and Awards

2015 James C. Bowling Excellence in Public Relations Award, 2015 Eastern Kentucky University Department of Communication Distinguished Alumnus Award, 2015 Golden Apple Award, Nominee/Top Half Selection Finalist; 2012 International Brand Master Award, Kentucky Music Educators Association District 11 Friends of Music Award, Beth K. Fields Lifetime Service Award, Nominee; 2011#12 Critical Thinking Teacher of the Year Award

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[Contact Marc on LinkedIn](#)