

## **Marketing and External Affairs**

The Department of Marketing and External Affairs is responsible for the promotion of news and information about the programs, events, and people at Western New England University.

The Print and Electronic Publications division is responsible for producing print and electronic publications and web content to support the mission of the University, assisting with recruitment, advancement, and community relations efforts. The Public Relations division oversees publicity efforts to disseminate news and information about the University to the media and the public. The Community Relations division coordinates events such as lectures, seminars, workshops, and political debates. The Graphic Design staff maintains oversight of the University's visual identity program.

The bulk of the material in this series consists of promotional material produced by Marketing and External Affairs for various departments' outreach efforts. Material includes, but is not limited to - flyers, brochures and posters for prospective students; newsletters; and promotional material for on campus events and programs. The earliest material dates to 1968, but the bulk of the material ranges from 2000-2015.

This series is organized by campus departments and schools/colleges. Subseries represented include Admissions, Student Activities and Student Services, The College of Arts and Sciences, the College of Business, the College of Engineering, School of Law, Offices and Departments, and Programs and Events.

Material is arranged topically within each school or department, and chronologically within topics.

## Western New England University Archives

## Marketing and External Affairs

Box	Folder	Contents	Date
		<b>Admissions Department</b>	
<b>1</b>			
	1	Accepted students	undated; 1983; 2013-2014
	2	Advertising booklets	undated
	3	Advertising booklets	1993; 2004-2006
	4	Advertising booklets	2007-2013
	5	Advertisement posters	undated; 2012-2013
	6	Advertisements for press	2001; 2011 - 2014
	7	Admission applications	undated; 1998-2010
	8	<i>At a Glance</i>	2002-2005
<b>2</b>			
	1	Campus and Surrounding Area	1981-1989; 2012-2013
	2	College fair postcards	undated
	3	CSCE brochures	Undated
	4	Experiencing College Life / Experiencing University Life	undated; 2003
	5	Experiential Learning	undated
	6	Facts / About the College / Did you Know?	2007-2015
	7	Financial aid	1978; 1997-1999; 2014
	8	General recruiting – flyers and poster	undated; 1971; 2002-2012
	9	General recruiting – large booklets	Undated; 1994-1999
	10	General recruiting – large booklets	2000-2012
<b>3</b>			
	1	General recruiting – postcards, bookmarks, etc.	undated
	2	General recruiting – small booklets	1988-2003
	3	General recruiting – small booklets	2004-2009
	4	General recruiting – small booklets	2010-2014
	5	Honors Program; ILP International Studies	undated
	6	It's Your Time Brochures	2006-2014
	7	International recruitment	2008
	8	Living on Campus	Undated; 1990; 2003-2013
<b>4</b>			
	1	Newsletter Advertisements	undated; 2004-2013
	2	Open Houses	undated; 1986; 1997-2013
	3	Postcard Advertisements	undated; 2006-2015

	4	Program based recruitment brochures (accounting – finance)	Undated; 1998-1999
	5	Program based recruitment brochures (general business – secondary teacher education)	Undated; 1998-1999
	6	Program based recruitment brochures (social work – 3+3 law)	Undated; 1998-1999
	7	Program overviews	undated
	8	Programs of Study	undated; 2002
<b>5</b>			
	1	Prospective Student Invitations	1987-1991
	2	Prospective Student Posters	undated; 2005-2012
	3	Recruiting Booklets (general)	undated; 1983
	4	Recruiting Brochures (general)	undated; 1968-1993
	5	Recruiting brochures (Take charge, take aim, take off)	undated
	6	Tours and Visits	undated; 2015
	7	Transferring	undated; 2003-2012
	8	Tuition Rate Postcard	2011-2013
	9	Scholarship / Financial Aid	undated; 2008-2013
	10	Study Abroad	undated; 2001-2004; 2013-2014
	11	Success of recent graduates	1998-2001; 2013
	12	Veterans	undated; 2002-2013
	13	What's New Brochure	2003-2011
		<b>College of Arts and Sciences</b>	
<b>1</b>			
	1	The Arts	undated; 1999-2006
	2	The Arts	2007-2014
	3	Arts and Sciences general flyers and posters	undated; 1999-2008
	4	Arts and Sciences general brochures	1994-2013
	5	Arts course offerings	2008-2010
	6	A&S Graduate Programs	undated
	7	A&S Newsletter	1999-2004
	8	Center for Teaching and Learning; Certificate Program	undated; 2012
	9	Internships	2014
	10	Media; MFA in Creative Writing; PhD. In Behavioral Analysis	undated; 2003; 2011
	11	SOAR (A&S)	undated
	12	Student Media Festival; Travel Programs; Washington Semester; Workshops; Writing Center	undated; 2002-2014
<b>2</b>			
		<b>Specific Majors</b>	
	1	African American Studies	2004

	2	Applied Behavior Analysis; Applied Economics; American Studies; Biology; Business; Chemistry; Economics	undated; 2000-2003
	3	Arts	2002-2015
	4	Communications	2001-2012
	5	Computers	2000-2009
	6	Criminal Justice	Undated; 1999-2003; 2011-2012
	7	Elementary Teacher Education; Engineering; English; Environmental Science; Government; History	undated; 2000-2003; 2013-2014
	8	International Studies; Law Enforcement; Liberal Arts; MAET; Math; Politics	undated; 1999-2014
	9	Pre-Med	2002; 2007
	10	Pre-Pharmacy; Pre- Physician Assistant / Physician Assistant; Psychology; Secondary Teacher Education	undated; 2000-2003
	11	Social Work; Sociology	undated; 2000-2013
		<b>College of Business</b>	
<b>1</b>			
	1	Accounting	undated; 2000-2004
	2	Arts and Entertainment Management	undated
	3	Bachelor of Business Administration (BBA)	undated; 2003
	4	Beta Gamma Sigma; BS/MBA program	2010-2012; undated
	5	Business Administration	undated
	6	Business News Letter	1999-2002; 2007-2013
	7	Business SOAR Registration	undated
	8	Computer Information Systems	undated; 2000-2012
	9	Criminal Justice Administration; Entrepreneurship	undated; 2008; 2012
	10	Evening Programs	undated
	11	Finance	undated; 2000-2002
	12	General Business	1993; 2000; 2002; 2014
	13	Graduate Programs	undated; 2012
	14	International Business	undated; 2007-2010
	15	International Sport Business Speaker Series	2007-2014
	16	Internships	1983
	17	Leadership	undated; 2007-2014
	18	Management (includes Human Resource Management)	undated; 2000-2001; 2010-2011
	19	Marketing	undated; 2000-2002; 2010-2012
	20	Marketing Communications / Advertising	2000-2002
	21	Marketing for Health Care Organizations	1984

	22	MBA advertisements for press	2002
<b>2</b>			
	1	MBA	undated; 1996-2001; 2009-2011
	2	MSA	undated; 2010-2011
	3	MSEM / MBA combined degree	undated
	4	Prospective student brochures and flyers	undated; 1994-2008
	5	Quantitative Methods	undated
	6	School of Business general brochures	Undated
	7	School of Business general brochures	undated
	8	School of Business general brochures	1987; 2000-2014
	9	School of Business News	undated
	10	Small Business Management	1972
	11	Sports Management	undated; 2000-2002; 2009-2012
	12	Study Abroad	2014
	13	Tax Institute	2008-2012
	14	Technical Management	undated
	15	Weekend MBA	undated; 1994; 2000
	16	Workshops, Seminars, Panels	undated; 1973; 2005- 2012
		<b>College of Engineering</b>	
<b>1</b>			
	1	Applied Engineering	1999-2002
	2	Biomedical	Undated; 2000-2012
	3	Biomedical / Law	undated
	4	Biomedical Outlook (newsletter)	undated
	5	BS / MSEM	undated; 2007
	6	BSEE / MSEE	undated; 2007
	7	BSME / MSME	undated
	8	Civil Engineering	undated; 2012
	9	Dean Search – Engineering	2007
	10	Electrical and Computer	undated; 2000-2003; 2009-2012
	11	Emerging Engineers	2007-2014
	12	Engineer Admissions	undated
<b>2</b>			
	1	Engineer Admissions	1999-2013
	2	Engineer Challenges	1998-2009
	3	Engineering News	2000-2009
	4	Engineering prospective student brochures and flyers	undated; 1994-2001; 2007-2011
	5	Engineering SOAR; Engineering transfer	undated
	6	General Engineering; Green Engineering; Industrial Engineering	undated; 2000-2004; 2009

	7	Impact (Biomedical Engineering newsletter)	2010
	8	Industrial Engineering	undated
	9	Master's Degree Engineering	undated
	10	Mechanical Engineering	undated; 2000-2003
	11	PhD. Engineering Management; Pre-Engineering	undated; 2012
	12	Solar Decathlon (Engineering)	2015
	13	Spring Gathering	2003
		<b>School of Law</b>	
<b>1</b>			
	1	Addition to Blake Law Center	2007 - 2008
	2	Admission Brochures	2003-2013
	3	Admission Brochures	Undated; 2002; 2004
	4	Admission flyers and applications	2003-2007
	5	Advertisement proofs	2000-2001
	6	Alumni events; Alumni benefits; Alumni newsletter	2005-2008; undated; 1983-1984
	7	Careers	undated; 1998-2008
	8	Center for Advancing Entrepreneurship brochures	undated; 2007-2012
	9	Center for Advancing Entrepreneurship flyers and poster	2007-2013
	10	Clinical Programs	undated
	11	Color of Law	undated; 2010-2012
	12	Combined Degree	undated; 2000-2009
	13	Commencement Invitations	2009-2010
	14	Conferences and Institutes	undated; 1999-2010
<b>2</b>			
	1	Connections (Newsletter)	2004
	2	Convocation	2004-2010
	3	Dean Dunn Memorial	2008
	4	Dean Gaudio Reception	2002
	5	Development	undated; 2000
	6	Diversity	2001-2013
	7	Electronic Real Estate	2001
	8	Employer Recruitment	2002-2007
	9	Environmental Law	2002
	10	Estate Planning and Elder Law (advertisement proofs)	2011
	11	Evening Program / Part Time	undated; 2002; 2012
	12	Experimental Learning	undated
	13	Externships	undated
	14	Faculty	undated; 2002
	15	Film for Thought	undated
	16	First Year Preview	1999-2012
	17	Fundraising	undated; 1985; 2005-2007

	18	General Law	undated; 2004-2013
	19	Gradfest	2007-2010
<b>3</b>			
	1	Guide to the Law School	2005-2011
	2	Housing and Student Life	undated; 2002
	3	Law Bulletin	2005-2012
	4	Law Bulletin	2013-2014
	5	Law Digest (Newsletter)	2014
	6	Law Review	2003
	7	Law School Library	undated; 2003
	8	Legislative and Government Affairs	undated; 2004-2011
	9	LGBT	undated; 2012-2014
	10	Masters in Estate Planning	2004-2007
	11	Online Learning	undated
	12	Open House Visits	1998-2012
	13	Open House Visits	2001-2012
	14	Orientation	2003; 2005
<b>4</b>			
	1	Panels, Speakers, and Workshops	2002-2012
	2	Panels, Speakers, and Workshops	2001-2011
	3	Panels, Speakers, and Workshops (Clason Speaker Series; Extreme Business Makeover)	2000-2012
	4	Profiles	2001-2010
	5	Public Interest Law	undated
	6	Reunion	2001-2014
	7	Scholarships and Financial information	undated; 1998-2004
	8	Study Abroad	2014
		<b>Offices and Departments</b>	
<b>1</b>			
	1	Alumni Relations (reunion advertisements; Alumni Outlook newsletter)	2000; 2010; 2014
	2	Athletics	undated
	3	Campus Ministry	undated; 2001-2005
	4	Career and Human Resources	undated; 2003; 2009
	5	Career Development Center	undated; 2000
	6	CCGS and CLGS	undated; 1999; 2004
	7	Continuing Education	2003
	8	D'Amour Library	2006; 2012
	9	Development and Advancement	undated; 1969-1973; 1987-1988; 2000-2011
	10	Diversity Programs and Services	2014
	11	Information Technology	2003-2010
	12	Marketing	undated; 2004; 2014
	13	Public Safety	undated; 2002

	14	Student Disability Services	undated; 1999-2000; 2008; 2012
	15	Volunteer Connection Center	undated; 2000
		<b>Programs and Events</b>	
	16	Art Gallery events	2011-2014
	17	College of Distinction	undated
	18	Financial Education Series	1995
	19	First Year Program	2000; 2007
	20	Golf Tournament	2000-2001
	21	Invitations to various events	1991-2011
	22	Parents' phone-a-thon; President's Circle Dinner	1982; 1999
	23	Program 65	undated
	24	RAD Kids	undated; 2003-2009
	25	Tax Institute	1982; 1999
	26	Veteran's Day	2014
		<b>Student Activities / Student Services</b>	
<b>1</b>			
	1	Community Engagement Fairs	2013-2014
	2	Concerts	undated; 2003-2012
	3	COPE (calendar of events)	undated
	4	Diversity	undated; 2002-2012
	5	Fall Gathering	2009
	6	Family and Friends Weekend	undated; 1999-2013
	7	Leadership Day	undated; 2006; 2010
	8	Learning Beyond the Classroom	undated; 2002
	9	Lecture Day	1982-1993; 2003-2013
	10	Lecture Series	2000-2014
	11	Marshall Lecture Series	1989; 1995; 2001-2010
	12	Military; Multicultural; Newman Club; Peer Alcohol Resource Team; Radio Stations	undated; 2009
	13	Stageless Players	undated
	14	Student Newsletter	1999