

Leadership

Digital Media and Communications

Friday, November 17, 1:00 pm – 5:00 pm

Joanne Maguire Robinson, University of North Carolina, Charlotte, Rosalind Hackett, University of Tennessee, Presiding

Featured ever more prominently in the religion chair's job description and day-to-day agenda is the necessity to "market" the department to a diverse audience of prospective students, community members, and peers. Yet the expertise required to develop and maintain websites, create promotional materials, and use social media to the department's advantage, is rarely the preserve of academics serving as short-term administrators. Often, institutional support for an individual department's communication efforts is in short supply. This Leadership Workshop will be led by a web design and communications expert from a college of arts and sciences in a major public university; commentary and responses will be offered by select faculty from a diverse array of institutions. The workshop will provide practical tools and tips to improve digital media and communications skills for those charged with promoting the academic study of religion in their academic units. It will also produce a "Top 10 Tips for Department of Religious Studies Marketing and Communication" to be made available as an online resource for members of the AAR.

The cost for attending the workshop is \$55, which includes a coffee break and the entire afternoon of sessions. Registration is limited to the first 50 participants.

Panelist:

Jeremy Brent Hughes, University of Tennessee

Responding:

Rebekka King, Middle Tennessee State University

Brian Britt, Virginia Tech University

Kathryn McClymond, Georgia State University