

MARKETING DEPARTMENT MATRIX OF RESPONSIBILITIES

PROJECT REQUESTS

Please Submit Project Requests at:

<https://foundation.cpp.edu/marketing.aspx>

Marketing Department

Edwin Santiago
Marketing Director
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x2947

Alex E. Hernandez
Asst. Director of Marketing & Web
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x3283

Arielle Torrez
Marketing Assistant/Writer
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x2912

Darren Isomoto
Marketing Coordinator
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Lisanne Wu
Marketing Coordinator
lwu@cpp.edu
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Websites Include
Bronco Bookstore
Bronco Bucks
Bronco Channel
Budgets
CPP Gift Card
CTTi
Dining Services
-Los Olivos
-CCMP
-BSC
-Catering Services
Employment Services
Fair Oaks
Financial Services
Foundation
Grants
Hot Dog Caper
Housing Assistance
Innovation Brewworks
Innovation Village
IT
Kellogg House
Kellogg West
Marketing
Meet At The Village
Poly Trolley
Village
Social Media Includes
Facebook
Twitter
Instagram
Youtube
Flicker

Unit	Project	Primary Contacts	Secondary	Department Contact (Client)
Marketing				
	Ads External (Newspaper, magazines, etc.)	Arielle		
	Database management	Alex		
	Data Analysis	Alex		
	Mobile App Management	Alex		
	Campus Map (Design)	Edwin	Arielle	
	Competition Entries for Foundation	Arielle	Edwin	
	Contests - On Campus	All		
	Terms and Conditions/Disclaimers - Document Write-ups	Darren		
	Prize Purchasing and Giveaway	Darren	Lisanne	
	Contestant Photos - Winners	Lisanne	Darren	
	Email Blasts	Alex		
	HealthFest	Arielle		
	Marketing Material Requests (Campus Maps, Brochures, etc.)	Arielle	Alex	
	Marketing opportunities on campus	Edwin		
	Marquee Placement Request	Arielle	Darren	
	Digital Display Board Management	Alex	Lisanne	
	Orientation/Outreach	Arielle	Darren	
	Photoboosts	Lisanne	Darren	
	Photography	Lisanne	Edwin, Darren, Alex	
	Poly Updates, Poly Centrics, Poly Post Requests	Arielle		
	Press Releases	Arielle		
	Public Relations/Outreach	Arielle	Edwin	
	Sign Maintenance			
	Campus Center	Darren		
	BSC, Business Building	Lisanne		
	BSC, Digital Signage	Arielle		
	Bookstore Atrium	Lisanne		
	Los Olivos, Village	Alex		
	Bronco Commons (The Den & Vista)	Darren, Lisanne		
	Social Media - Bronco Channel	Darren	Lisanne	
	Social Media - Innovation Brew Works	Lisanne	Darren	
	Special Projects	Edwin		
	Video	Darren	Edwin	
	Websites	Alex		
	Website Accessibility, Section 508 Compliance	Alex		
	Writing/Editing/Proofing	Arielle		
Bronco Bookstore				
<i>Main Contact For Items Not Listed</i>				
	ATT	Arielle	Edwin	
	Branding and Strategy	Edwin	Alex	Clint Aase
	Bronco Computer	Alex	Edwin	Brian Fetterman
	BroncoGear	Edwin	Alex	Brian Fetterman
	Buyback	Edwin	Alex	Suzanne Donnelly
	E-Digital Books	Edwin	Alex	Suzanne Donnelly
	Grad Fair	Alex	Edwin	Brian Fetterman
	E-Commerce Online Business	Alex		Suzanne Donnelly
	Quarterly Requisition(Faculty newsletter, coupon, etc.)	Arielle	Alex	Suzanne Donnelly
	Refund Signage	Arielle	Alex	Suzanne Donnelly
	Special Promotions	Alex	Edwin	Brian Fetterman
	Textbook Rental	Edwin	Alex	Suzanne Donnelly
Bronco Bucks/Gift Card/GET				
<i>Main Contact For Items Not Listed</i>				
	Bronco Bucks	Arielle	Edwin	Sue Chiazza & Donna Bebensee
	GET	Arielle	Alex	Sue Chiazza & Donna Bebensee
	Gift Card	Arielle	Alex	Sue Chiazza & Donna Bebensee
Bronco Channel				
<i>Main Contact For Items Not Listed</i>				
	Content - Creator	Darren	Arielle	
	Content - Editor	Arielle		
	Strategy and Branding	Darren		
	Website-Admin-Technical	Alex		
Dining Services				
<i>Main Contact For Items Not Listed</i>				
	Branding and Strategy	Darren, Lisanne	Edwin	Aaron Nielson
	BSC	Lisanne	Darren	Sandy Cain
	Campus Catering	Lisanne	Darren	Sandy Cain
	Campus Center	Darren	Lisanne	Bob Baltierra
	Dining HOURS - Phone APP or Website	Davona(Dining Services)	Alex	Aaron Nielson
	Dining Phone APP	Alex		Aaron Nielson
	Einsteins / Pony Express (CBA)	Darren	Lisanne	Angie Portales, Rosa Morales
	H-Café	Lisanne	Darren	Rosa Morales
	Innovation Brew Works	Lisanne	Darren	Liz Moran, Koby Harris
	Innovation Way Café (Edison)	Lisanne	Darren	Sandy Cain
	Jamba Juice	Darren	Lisanne	Janet Medina
	KW Catering	Alex	Arielle	Aaron Nielson
	Los Olivos	Alex	Edwin	Arnold Zavalza
	Poly Trolley	Darren	Lisanne	Sandy Cain
	Shop24	Arielle	Lisanne	Aaron Nielson
	Starbucks	Lisanne	Darren	Marcie Wong
	Surveys	Alex	Lisanne	Aaron Nielson
	Sustainability and Healthy Eating, Coupons/Meal Tickets	Arielle	Alex	Edwin Santiago & Aaron Nielson
	The Den / Vista Market	Lisanne	Darren	Alex Iniguez
Employment Services				
<i>Main Contact For Items Not Listed</i>				
	Benefits & Retirement Packet Design & Printing	Alex		Nora Fernandez
	Special Projects	Alex	Arielle/Lisanne	Nora Fernandez
Finance				
<i>Main Contact For Items Not Listed</i>				
	Audit and Compliance File Setup	Alex		David Prenovost/Anne M.
	Budget and Web Issues	Alex		David Prenovost
	Cloud File Manager (HTTPCommander)	Alex	Anne M.(FDN)	Randy Townsend
	Financial Facts	Arielle	Alex	Deb Poe
Foundation				
<i>Main Contact For Items Not Listed</i>				
	Biennial Report	Arielle	Edwin	Paul Storey
	Board Insights	Arielle	Edwin	Paul Storey and Edwin Santiago
	Branding and Image	Edwin	Alex	Paul Storey
	Directional Signage	Lisanne	Darren	Edwin Santiago
	Hot Dog Caper	Arielle	Alex/Edwin	Various units
	Newsletter	Arielle	Edwin	Edwin Santiago
	Paul's Special Projects	Edwin	Alex	Paul Storey
	Seasonal Events (Potlucks) Invite	Lisanne	Arielle	Anne McLoughlin, Deb Poe
Kellogg House				
<i>Main Contact For Items Not Listed</i>				
	Branding and Strategy	Alex, Arielle	Edwin	Jacqueline Marshall
	Bridal Fairs	Alex	Arielle	Jacqueline Marshall
	Public Relations	Arielle	Edwin	Jacqueline Marshall
Kellogg West				
<i>Main Contact For Items Not Listed</i>				
	Branding and Strategy	Alex, Arielle	Edwin	Cameron Edmunds
	Promotions	Darren/Lisanne	Alex	Cameron Edmunds
	Public Relations	Arielle	Edwin	Cameron Edmunds
	RDP	Derek (MIS)	Alex	Cameron Edmunds
	Special Projects	Alex	Arielle	
Real Estate				
<i>Main Contact For Items Not Listed</i>				
	CTTi	Edwin	Alex	Randy Wallace
	Faculty Housing (Randy)	Alex	Edwin	Randy Wallace
	Innovation Village (Sandy)	Edwin	Alex	Sandy Vaughan -Acton
Village				
<i>Main Contact For Items Not Listed</i>				
	Branding and Strategy	Alex	Edwin	David Laxamana
	Quarterly Campaign	Alex	Edwin	Regina Allison
	RA Selection	Lisanne	Darren	Kyle Sirowy
	Summer Conferencing	Alex	Edwin	Regina Allison