

From: Whitaker, Carole L
Sent: Tuesday, October 23, 2018 2:51 PM
Cc: Shaffer, Janette <janette.shaffer@med.uvm.edu>
Subject: Welcome Janette Shaffer to Medical Communications

Dear Colleagues,



I'm pleased to announce that Janette Shaffer has joined the Office of Medical Communications as Director of Marketing Communications. Janette will have responsibility for leading outreach and branding efforts, including implementation of recommendations from the 160over90 branding project to enhance our efforts in peer reputation, student recruitment, and fundraising. She will oversee our web and online presence, with web manager Nina Shedd, and serve as business manager for our Creative Services and Events teams, with support from Roni Darragh. She will also have oversight for internal communications, messaging and signage.

Janette joins us after 11 years at The Community College of Vermont, where she was most recently Director of Marketing and Communications responsible for strategic messaging in recruitment, advancement and outreach. Previously, she held senior and faculty positions at the Dahlgren Memorial Library at Georgetown University Medical Center and the McGoogan Library of Medicine at the University of Nebraska Medical Center. Janette holds a Master of Science in Library and Information Science from the University of Illinois and a Bachelor of Science In Business from University of Maryland.

Please join me in welcoming Janette to UVM and the Larner College of Medicine.

Carole

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