

News Release

Amber Bailey Named E-Communications Manager at U of M Crookston

By Krista Lemos on Tuesday, March 6, 2007



CROOKSTON, Minn. (March 1, 2007) – Web and marketing efforts are getting a boost at the University of Minnesota, Crookston (UMC) with Amber Bailey being named e-communications manger at the campus. She will assume her duties on March 19, 2007.

With wide-ranging experience in Web site and digital graphic development, Bailey is a strong addition to the communications and technology team at the Crookston campus. Since February 2005, she has worked as the principle office and administrative specialist for the UMC Math, Science and Technology Department, where she supports academic endeavors as well as develops Web and marketing materials.

As e-communications manager, Bailey is responsible for creating, developing and maintaining the University of Minnesota, Crookston's Web site as well as managing and supporting other electronic communication efforts. In her new capacity, she will work closely with staff from throughout campus and the University system to coordinate projects and resources.

"We are excited to have Amber lead the efforts to advance our e-communications program, build on our already substantial Web presence and reach out to an even broader student base," says Krista Lemos, UMC director of communications. "She's creative and enthusiastic. Her Web and design skills, marketing know-how and knowledge of the campus and community will be valuable assets."

Surveys show that more than 50 percent of incoming freshman learn about the Crookston campus via the Web. As a result, University administration has re-established a Web master/e-communications manager position to spearhead the virtual outreach efforts.

A Crookston native and graduate of Crookston High School, Bailey earned her bachelor of science degree in graphic communications, multimedia and Web design from Minnesota State University Moorhead. Her career as a freelance graphic and Web developer as well as her work with the Crookston Development Authority and Northern Great Plains, Inc., includes creation and support of a wide variety of local and regional sites and project management experience.

Bailey and her husband, Jason, and son, Jaren, 2, make their home in Crookston. She enjoys ice fishing, downhill skiing, photography and spending time with family and friends.

The University of Minnesota, Crookston (UMC) delivers more than 25 applied-science undergraduate degree programs and 50 concentrations, including online degrees, in agriculture; arts, humanities and social sciences; business; math, science and technology; and natural resources. UMC is dedicated to helping students and the region aim higher, reach further and dream bigger dreams. To learn more, visit www.UMCrookston.edu.

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