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## Virginia Tech Staff Employee of the Week

January 29, 2006

**Name:** Russell T. Holbrook

**Job Title:** Program and Marketing Specialist III

**Employee's Home Department:** Undergraduate Admissions

**Employee's College or VP Area:** Provost

**Nominated For:** President's Award for Excellence

**Nominated By:** Norrine Spencer, Director of Undergraduate Admissions

**Virginia Tech Hire Date:** August 25, 2003



### Summary

Russell Holbrook works for Undergraduate Admissions. His colleagues find him to be a person with fresh innovative ideas and solutions for undergraduate admissions and a willingness to implement those ideas. The solutions Russell has always allow the Undergraduate Admissions Office to build bridges with other offices. A primary example of this would be the development of Hokie News, an electronic newsletter which Undergraduate Admissions began sending in 2004 to students who expressed interest in Virginia Tech. The Hokie News has articles from the various colleges as well as Undergraduate Admissions Offices. Another innovative idea of Russell's was a downloadable iPod tours for 16 and 17 year old prospective students. He is constantly finding ways to improve things including a new way to do the registration for Hokie Focus, held each spring for prospective families and guidance counselors. Russell worked hard to implement the new Virginia Tech branding design on all Undergraduate Admissions communications. In addition to his considerable technical and artistic skills, Russell is the sort of person with whom others enjoy working. Colleagues find Russell to always be coming up with ideas that are "outside the box."

About the "[Staff Employee of the Week](#)" Program

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