

Staff Employee of the Week

Lois Stephens

NAME: Lois Stephens

JOB TITLE: Marketing Services Manager

HOME DEPARTMENT: Continuing and Professional Education

COLLEGE OR VP AREA: Vice President for Outreach and International Affairs

NOMINATED FOR: President's Award for Excellence

NOMINATED BY: Scott Weimer

SUMMARY

Lois has been an extraordinary member of the university community for over 35 years. In her current role as marketing services manager in Continuing and Professional Education (CPE), Lois leads a team of design specialists responsible for assisting the outreach and engagement efforts of university faculty through the production of brochures, websites, press releases, displays and e-marketing initiatives. In addition to her management responsibilities, Lois herself is a designer, marketing planner, and copywriter. She services as a primary point of contact for faculty working with CPE, often working in collaboration with the program planning team to design effective, efficient, and impactful marketing materials and strategic campaigns. Always protective of the Virginia Tech brand and identity, Lois advises her university colleagues on a regular basis to ensure that the university is putting its best image forward as we work to attract CPE program participants, corporate clients, and external partners. An artist and illustrator outside of the office, Lois consistently brings a positive and creative perspective to all her work. She has represented Virginia Tech with the highest measure of integrity, commitment, and passion that others should look to follow.

