

Staff Employee of the Week

Lynn Davis

Communications Director **Lynn Davis**, the only person ever to serve [The College of Natural Resources and Environment](#) in this role, was named the 2013 Communicator of the Year by Virginia Tech's [Office of University Relations](#).

"We've built an entire college communications plan around Lynn's expertise and that of her staff," said Dean Paul Winistorfer, who nominated Davis. "Putting together all the pieces of print, Web, and social media, as well as a strategy behind our brand and how we communicate it, is critically important for the college, our faculty, and students."

Davis has worked since 1992 to promote the college and its programs through a comprehensive communications strategy and recently played a key role in the college's major re-branding campaign. According to Bob Mollenhauer, director of development, Davis' work in organizing the branding campaign helped articulate the college's mission and vision statements through their new brand, "Advancing the Science of Sustainability."

Her efforts helped garnered tremendous support and appreciation from the college's alumni, friends, colleagues, and peers, noted by Professor and Department Head, Janaki Alavalapati. Davis always makes sure to highlight the accomplishments of the students, staff, and faculty in the department through appropriate communication channels in a timely manner.

Davis published a 32-page booklet that, according to Dean Winistorfer, showcases the college's brand promise with finely-tuned text and dynamic photos. The college has become known for its branded [quarterly magazine](#), which Davis oversees production of. She also oversees production of stories for the Virginia Tech homepage, the Virginia Tech Research magazine, and many other publications.

One of her greatest accomplishments was inviting the Society of Environmental Journalists to hold its 2008 annual conference at Virginia Tech and the Conference Center at the Hotel Roanoke, attended by more than 800 journalists and government officials. Some of her other accomplishments include winning over thirty professional awards during her career and writing several regional best-selling books, including "Bed and Breakfast" and "Unique Inns of Virginia". She currently is the national parks chair of the Virginia Association for Parks Board and a founding member of Friends of the Blue Ridge Parkway and the Western Virginia Land Trust Board. She also served on the recent 75th anniversary of the Blue Ridge Parkway,



featuring a special parkway conference hosted by the college.

Mollenhauer is certain her work has set the stage for successful fundraising and public relations efforts, and has changed both on and off-campus perceptions. She is very knowledgeable and passionate about the college's mission and activities and has spread its name across the country and around the world. Davis is committed to the conservation and efficient use of natural resources and both her professional and personal life reflect the values held dear by the college.

Name: Lynn Davis

Job Title: Communication Director, College of Natural Resources

Home Department: University Relations

College or VP Area: Vice President of Development

Nominated for: President's Award for Excellence

Nominated By: Paul Winistorfer