

Staff Alliance Spotlight



It is the mission of College Relations to provide high quality materials and services necessary to promote, tell the stories and manage the image of Eastern Wyoming College.

Linda Evans is a graphic designer and has worked at EWC for 30 years. Tami Afdahl is the director and has worked here for 17 ½ years. Kim Jones is a senior administrative assistant and has worked here for 10 years. The newest member of the team is Keith Smith and he has worked at the college for 2 ½ years as the webmaster.

Here are some fun numbers to share in regards to the projects and work done in College Relations this past academic year.

- Grew Facebook followers to 3,253, Twitter to 509 and Instagram to 352.
- Had 134,482 visits to ewc.wy.edu and those visitors viewed 628,730 pages
 - o 30,978 visits from the US
 - o 1,498 from Russia
 - o 1.220 from UK
 - o 739 from India
 - o 623 from Serbia
- There were 11,714 viewers of livestream (webcast) events for a total of 143,388 minutes viewed
- Distributed 342 press releases and PSAs
- Took 33,235 photos
- Created and updated over 150 print ads
- Worked on and completed over 1100 different projects (includes posters, flyers, press releases, social media posts, web updates, certificates, diplomas, billing, rosters, schedules and schedule changes, plus a variety of other items)
- Helped all major/special events
- Retired our old “good” printer after 680,000 copies
- Helped with the first ever Business Expo held in conjunction with KGOS/KERM
- Ordered 41 name badges/name plates and 60 sets of business cards
- Other

Fun facts about the College Relations team – Kim loves to golf, Linda enjoys designing as well as camping and four-wheeling in the mountains, Keith enjoys reading books, traveling and computer games and Tami enjoys following her boys down the rodeo trail.

