From: Pima Community College, Office of the Chancellor  
Sent: Thursday, February 12, 2015 12:07 PM  
To: #Pima-All  
Subject: Personnel announcement: Positions in Institutional Advancement

Colleagues,

I am pleased to announce that Dave Tedlock is the College’s Interim Assistant Vice Chancellor for Marketing, and Jodi Horton is providing media relations assistance on a temporary basis.

As Interim AVC for Marketing, Dave will provide leadership and direction for the College’s marketing efforts, including advertising and promotion, College publications, transfer partnerships, and social media.

Dave has more than 13 years of ad agency experience in Tucson and 16 years of experience providing Internet marketing and technology services to a wide variety of organizations in our local community and in other states. In his first career, he was an Instructor at Rhode Island Community College and Iowa State University and taught first-year M.B.A. students at the Harvard Business School.

Jodi will provide consulting services to the College, as well as establishing and maintaining relationships with community and government leaders, media members, educational leaders and the public. Jodi is an accredited public relations professional who, as president of IDEAS @ WORK, Inc. has provided public relations and marketing strategy, media relations and related services to clients including Northwest Fire District, University of Arizona Medical Center, Snell &Wilmer LLP, Casa de la Luz Hospice, and the Arizona Optics Industry Association. Jodi studied at the College of William & Mary and earned a Bachelor’s in Fine Arts from the Lamar Dodd School at the University of Georgia.

These positions are crucial as the College seeks to increase enrollment and provide the best-possible information and services to prospective students, current students and the community.

Dave began Monday, Feb. 9, Jodi Feb. 10. They will report to Vice Chancellor of Institutional Advancement (Acting) Rachelle Howell. Please join me in welcoming both to the College.

Lee D. Lambert,  
Chancellor