



OFFICE OF COMMUNICATIONS AND MARKETING INFO SHEET

Vision: Healthier and Safer Communities Powered by Public Health

Mission: We advance population health, wellbeing and social justice locally, nationally and globally by:

- Applying public health knowledge to enhance policy, practice and management;
- Conducting rigorous, basic, applied and translational research; and
- Educating the next generation of public health leaders, policy makers, practitioners, scientists, advocates and managers.

Located in the heart of Washington, D.C., the No. 11 ranked Milken Institute School of Public Health at the George Washington University (Milken Institute SPH) is dedicated to advancing the health of local, national and global communities. Established in 1997, the Milken Institute SPH brings together the fields of medicine, business and education to develop professionals with the skills and knowledge to tackle complex global health challenges.

Milken Institute SPH Rankings:

Milken Institute SPH is now ranked No. 11 in the nation (as of April 9, 2024).

The Department of Health Policy and Management is No. 6 in the nation (up from No.7)!

The MHA program is ranked No. 8 nationwide (up from No. 12).

In 2024, U.S. News ranked five departments within public health schools for the second year in a row. All five of our departments are ranked among the Top 16 in the country.

Ranked in the Top 16 nationwide are: Environmental and Occupational Health, Epidemiology, Prevention and Community Health (for social and behavioral sciences) and Biostatistics and Bioinformatics.

These excellent rankings indicate how well respected our programs are throughout the country. They also are a reflection of the profound accomplishments and passion of our faculty, staff, students and alums, as well as the leadership of our department chairs and the impact of our research and community work.

GWSPH Leadership

Dean Lynn Goldman, Michael and Lori Milken Dean of the Milken Institute School of Public Health

Adnan Hyder, Senior Associate Dean for Research & Innovation

Jane Hyatt Thorpe, Senior Associate Dean for Academic, Student and Faculty Affairs

Wanda Nicholson, Senior Associate Dean for Diversity, Equity and Inclusion

Natasha Kazeem, Executive Associate Dean, Operations & Chief Operating Officer

Eugene Migliaccio, Associate Dean for Applied Public Health

Sara Wilensky, Associate Dean of Undergraduate Education

Lorien Abrams, Associate Dean for PhD & MS Programs

George Gray, Associate Dean for MPH Programs

Monica Partsch, Assistant Dean for Faculty Affairs and Program Development

Heather Renault, Assistant Dean for Student Services

Andrew Wiss, Assistant Dean for Academic Innovation

Departments & Chairs

Biostatistics and Bioinformatics: Chair Scott Evans

Environmental and Occupational Health: Chair Susan Anenberg

Epidemiology: Chair Manya Magnus

Exercise and Nutrition Sciences: Chair Jennifer Sacheck

Global Health: Chair Jim Tielsch

Health Policy and Managment: Chair Anne Markus

Prevention and Community Health: Deanna Kerrigan

Office of Communications and Marketing Staff

The Milken Institute SPH Office of Communications and Marketing (OCM) is responsible for promoting the research, practice, alumni and student stories and educational experience to further enhance the reputation of the school and increase awareness among media, prospective faculty and students, donors and other stakeholders.

Laura Rogers, Director of Communications and Marketing, laurarogers@gwu.edu

Valerie Obisesan, Senior Communications Specialist, valerie.obisesan@gwu.edu

Heather Deaton-Carsel, Communications Specialist, heathermorgan@gwu.edu

Yusuf Reyazuddin, Web Lead, yreyaz@gwu.edu

Media Relations

The Milken Institute SPH media team works closely with faculty and students to develop promotion plans and press releases to help gain media and stakeholder attention. They also assist members of the media and elected officials in finding and contacting faculty experts for newspaper and magazine article interviews or radio and television appearances or congressional testimony.

The media team conducts monthly virtual media training sessions (mostly on Fridays) and can also work with faculty one-on-one to provide media and presentation coaching.

Kathy Fackelmann, Director, kfackelmann@gwu.edu

Katelyn Deckelbaum, Senior Media Relations Specialist, katelyn.deckelbaum@gwu.edu

If you have a research study that has been accepted by a journal, a significant white paper or received a significant grant or funding (\$1 million or above) please use the form linked here and submit to the media team.

Media Relations Form <https://publichealth.gwu.edu/media/23001>

General Inquiries: gwmmedia@gwu.edu

Social Media

Social media is a powerful tool to deepen our connections with our community to share knowledge and to foster learning, innovation, collaboration and research. GW enjoys a social media ecosystem that is vibrant and engaged.

- GW's main social media presence serves an audience of over 630,000 users across Facebook, X (Twitter), Instagram, LinkedIn, TikTok and Threads.
- Beyond the GW main presence, nearly 600 accounts representing schools, units, centers, institutes and departments serve audiences totaling more than 1.6 million user accounts.

Milken Institute SPH social media channels:     

Facebook, Instagram, Twitter (X), Threads and YouTube

Follow us! @GWPublicHealth on most platforms.

We're "Milken Institute School of Public Health" on Facebook and LinkedIn

Social media policy and guidelines: <https://compliance.gwu.edu/social-media>

We encourage faculty to use the school's main channels to amplify information. However, if you think you need your own social media and want to discuss, please contact us.

School Website

<https://publichealth.gwu.edu>

If you need help with the website, please contact Yusuf Reyazuddin, Web Associate, yreyaz@gwu.edu

Please also CC any communication you have about the website to this email:

gwsphweb@gmail.com

Creating/Updating Faculty and Staff Profiles on the School Website

All Faculty and Staff: You must utilize the below link and fill out your information in the Faculty and Staff Profile Update Form, for the web staff to create a faculty profile for you on the website. To request special access please email Yusuf. This profile must also be updated as often as needed (new publications, awards, etc).

<https://publichealth.gwu.edu/faculty-and-staff-profile-update-form>

Headshots

If you need a professional headshot, please schedule an appointment using this [link](#). The free headshot booth is located in Suite 505 of the University Student Center.

Newsletters

Look for relevant newsletters to hit your inboxes every Monday morning throughout the year with the exception that we go on hiatus in July/August for the student newsletter and August for the Faculty/Staff newsletter. Please read them, most school information is pushed out in the following newsletters:

- Faculty & Staff
- Student
- Office of Research Excellence

Each Academic Department has an assigned Web and Newsletter content lead. See below for these names and contact information. If you have an item that you think should go into the school newsletter or perhaps make a good story for the website, please contact the department lead who will in turn submit through the appropriate channel.

Biostatistics and Bioinformatics:

Stephanie Lee (slee@gwu.edu), Shakir Enam (shakirenam@gwu.edu) and Diane Britton, MA, (brittondiane@email.gwu.edu)

Environmental and Occupational Health:

Georgia Middleditch
gmiddleditch@email.gwu.edu

Epidemiology:

Joseph Schmitthenner, MS
jschmitthenner@email.gwu.edu

Tanya Visser
tanya.visser@email.gwu.edu

Exercise and Nutrition Sciences:

Samantha (Sam) Appleby
sappleby@gwu.edu

Global Health:

globalhealth@email.gwu.edu

Health Policy Management:

Clarence Green
greene@email.gwu.edu

Jacki Oliva
jloliva@email.gwu.edu

Prevention and Community Health:

Jen Gomez
jengomez291@gwu.edu

Digital Screens

GWSPH displays digital screens on each floor of the Milken Institute SPH building. They are utilized to amplify awards, events, publications, etc. Work with your departmental web lead if you have an item to be displayed on the screens.

Creative Services

GW offers a variety of services available to you for communication and marketing needs. For example, graphics development, brochures, print materials, photography, video, etc. Use this link to put in a project request: <https://communications.gwu.edu/project-request>

Events

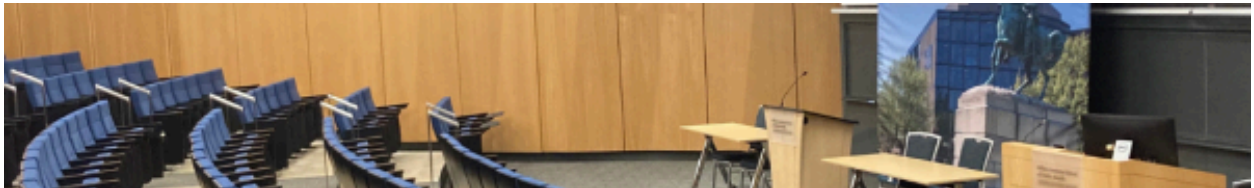
The Milken Institute SPH has several event venues and meeting spaces. The following spaces may be requested by the GW community, as well as external organizations. To learn more about these spaces, including capacities and rates, please visit SPH [Event Venues](#). (Continued on next page.)

Convening Center



Customizable space ideal for banquets, receptions, meetings, panels, conferences, workshops, plenaries and social events.

Auditorium



Two hundred and twenty-seven fix-seated auditorium that offers formal space for lectures, webinars, panel discussions, staff and faculty assemblies.

Exec Case Study



Seventy-five fix-seated case study that is suited for executive meetings, presentations, high-level meetings and academic seminars.

Lecture Halls



Two 100 fix-seated theater-style lecture halls suited for more informal events, such as screenings, lectures, webinars and presentations.

Please contact Bijan if you need assistance with events. Bijan Manavizadeh
bijan25@email.gwu.edu

If you need to request Dean Lynn Goldman for attendance or to give welcome remarks for your event, reach out to Daniel Mack, Special Assistant, Office of the Dean,
danielmack@gwu.edu.

Visual & Editorial Brand Identity

[GW Central Brand Guidelines](#)

Referring to the George Washington University

The university's proper name is "The George Washington University." "The" should only be capitalized at the beginning of a headline or sentence. In all other instances, the "the" is lowercase.

As an abbreviation, always use "GW" (never "GWU"). When writing more formal materials, only use this when preceded by the full name of the university.

"George Washington" can be used to refer to the university, but only in cases in which it is clear that you're referring to the university and not the historical figure.

"University" is only capitalized when used at the beginning of a sentence. Do not capitalize university on second reference to GW.

Referring to the Milken Institute School of Public Health

For the school, internally for the newsletter or talking to our community members we use GWSPH.

Externally as in press releases, reports, etc. it is the formal name of the school: Milken Institute School of Public Health and for short it is Milken Institute SPH.

We never use the acronym MISPH.

And the correct acronym for the university is GW, not GWU.
#GWSPH, not #GWUSPH

Capitalizations

1. Academic majors/minors: Do not capitalize majors or minors except when referring to languages or other proper names, e.g., American history or English.
2. Campus: Capitalized when referring to a specific campus (Mount Vernon Campus, Foggy Bottom Campus); lowercase if generic "campus."
3. Department names: Do not capitalize unless using the proper name, as follows: Department of Epidemiology (uppercase – proper name) and epidemiology department (lower case). Capitalize as necessary when the name of a department includes a language or other proper name, such as "Spanish department."
4. Endowed professorships: Capitalize on all references, e.g., Harold and Jane Hirsch Professor of Health Law and Policy.
5. Job titles: Uppercase before name, lower case after. E.g., "Provost Christopher A. Bracey" ... "Christopher A. Bracey, provost of the George Washington University" ... "the provost said..." (but Office of the Provost is always capitalized).
6. Center, Institute, School, Board, Council: Only capitalized when using full name, not on subsequent reference, e.g., Institute for Corporate Responsibility ... the institute. Schools should be spelled out on first reference.

Moniker



Logos

If you need our logo for anything please reach out to Valerie Obisesan, Communications Specialist
valerie.obisesan@gwu.edu

Examples of school logos:

Milken Institute School of Public Health

THE GEORGE WASHINGTON UNIVERSITY



Direct any questions to gwsphweb@gwu.edu