

OFFICE OF PARTNERSHIPS AND OUTREACH

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The Office of Partnerships and Outreach builds new partnerships and fosters existing relationships between Towson University and businesses, government agencies, nonprofit organizations and community members. Our team of experienced marketers, community engagement professionals, graphic designers and event planners focuses on matching the expertise and resources of TU with external partners.

Partnerships Management

We work to make critical connections between TU's faculty, staff, students and stakeholders from across the region. In partnership with other departments, we are tasked with managing BTU—Partnerships at Work for Greater Baltimore (<https://www.towson.edu/campus/community>). Partnerships and relationships are interdisciplinary, embedded in both curricular and co-curricular learning, and cross many different programs and impact areas.

Communications and Convening Support

Convening is more than just organizing a meeting. In collaboration with faculty, staff and external partners, we provide strategic planning and communications support to execute critical discussions and dialogue on campus. We:

- Build strategic partnerships with business, community and policy organizations to bring critical conversations to campus.
- Provide comprehensive event management services—agenda development, event branding, registration management, on-site support.
- Develop creative digital content and solutions—website, email marketing, collateral, social media—to support event marketing.
- Partner with our on-campus colleagues in events and conference services, catering, parking and more to best utilize TU event and conference facilities.