

# Position gets more work, pay

BY VALERIE BANNER

*Jambar Editor*

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Instead of filling the position of director of public relations when Linda Lewis left the university, YSU officials created a new position with the title of executive director of marketing and communications.

The new position comes with a salary increase and additional responsibilities.

Walter Ulbricht, who began last week in the position of executive director of marketing and communications, received a starting salary of \$72,000.

When Lewis began her position as director of public relations in 1996, she was paid \$53,000. Her salary peaked at \$63,982, more than \$8,000 less than Ulbricht's base salary.

Dr. David Sweet, university president, said the salary for the new position is higher in order to be competitive with other universities. The university "did an assessment of what other universities are

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paying and what is a competitive salary for that job," he said.

Sweet said he decided to create a new position instead of filling the previous one because "I wanted to give an increased focus to it ... A lot of our communication is in our number one focus area, and that is enrollment. [Ulbricht] will be an important member of our enrollment team."

One of the added responsibilities in Ulbricht's new position is to "provide advice to the president and other university personnel on marketing and communication issues."

Other tasks that were not included in Lewis' job description are to assist "university officials who are called upon as designated university spokespersons" and "prepare and write speeches, correspondence and other materials for president."

Sweet said the added obligations give more focus to the position. Sweet said that now university officials have an answer to the question, "Where do you go when you've got a question about marketing?"

One of Ulbricht's first duties is to complete an audit of all university publications,

including the YSU Undergraduate Bulletin, YSU Update and the alumni newsletter.

"He's taking a look at all of our communication and deciding what's the message we would like to convey with this communication," said Sweet.

Sweet said Lewis left last June "for other opportunities."

He said Dr. Betty Jo Licata, dean, Williamson College of Business Administration, headed the search committee that hired Ulbricht.

He said more than 100 people applied for the position.