

## **Bailey appointed to new marketing position**

1/05/06

Jodi Bailey of Wellsville has been appointed director of marketing, a new position at Alfred University. In her new role as a member of the enrollment management team, Bailey is focused mainly on student enrollment. "We are pleased to welcome Jodi Bailey to campus as the director of marketing," said Wendy Beckemeyer, vice president of enrollment management. She continued: "Higher education is a very competitive industry and distinguishing Alfred University in the student marketplace is an institutional priority. We look forward to Jodi's leadership in meeting these challenges." Most recently the executive director of the Allegany County Chapter of the American Red Cross, Bailey has begun to coordinate a number of tasks which had previously been assigned to a number of staff members such as advertising and publications. Included in her duties is decision-making regarding traditional and non-tradition forms of communication. She will also be looking to help the University focus on its identity. In addition, Bailey is writing a marketing plan for Alfred University. A graduate of Wellsville High School and Baldwin-Wallace College, Berea, Ohio, Bailey has worked previously as a manager-in-training at Lady FootLocker, Rochester; as a marketing research coordinator at Harvey Research Organization, Inc., Fairport, NY; as a marketing assistant at Rochester Midland Corp.; and as business operations manager and special projects manager in the marketing/business division, at the Allegany Arc. Bailey is treasurer and board member of the Allegany County Business/Education/Community Coalition and an American Red Cross Zone 2 Blood Services leader.