

## News Release

FOR IMMEDIATE RELEASE



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### **DNA Creative Communications and the University of Center of Greenville Host a Marketing Webinar to the National Association of Consortium Leadership**

Greenville, S.C. (May 20, 2010)—Debbie Nelson, principal of DNA Creative Communications (DNA) and Emily Kosa, DNA account executive, along with Fred Baus, president and CEO of the University Center of Greenville (UCG), led a marketing webinar to the National Association of Consortium Leadership (ACL) about the importance of having resourceful websites in higher education and how the site should be at the core of the institution's overall communications plan.

The three explained the development processes and strategies the companies used while creating UCG's website and how it was designed to be user oriented and to build awareness about UCG. Now with a new and improved website, UCG centers communications on it and uses tracking traffic to understand audiences better and make improvements to the site.

To view this presentation and to see other DNA presentations, please visit [dnacc.com/presentations](http://dnacc.com/presentations).

### **The National Association of Consortium Leadership**

The Association for Consortium Leadership (ACL) is a national association that provides a forum for higher education professionals involved in cooperative programs. ACL provides guidance in creating and strengthening partnerships whose members include colleges and universities. In addition to higher education institutions, these partnerships frequently incorporate government agencies, businesses, K-12 schools, and other non-profit organizations. The Association for Consortium Leadership has 60 members located throughout the United States. ACL is the only organization of its kind that focuses entirely on cooperation in higher education and provides in-service opportunities to its members.

### **University Center of Greenville**

The University Center is a coalition of university and community leaders dedicated to increasing access to educational opportunities for the citizens of the Upstate of South Carolina. The center offers more than 75 undergraduate and graduate degrees through Clemson, Furman, Lander, Medical University of South Carolina, South Carolina State, University of South Carolina and the University of South Carolina Upstate. For more information, please call 864.250.1111 or visit the website at: [www.UCgreenville.org](http://www.UCgreenville.org).

**DNA Creative Communications**

DNA is a full-service communications firm specializing in advertising, branding, e-communications, public relations and special event planning. The DNA team develops and executes strategies for clients in various arenas, including education, housing, healthcare, recreation and the environment. DNA offers an annual LIVE HERE GIVE HERE program – a pro bono initiative that allows DNA to select and partner with a local nonprofit to develop a sustainable communications strategy. DNA is the proud recipient of the Greenville Chamber's 2005 Small Business of the Year Award. For more information, please call 864-235-0959 or visit [www.dnacc.com](http://www.dnacc.com).

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