

County Council of Howard County, Maryland

2021 Legislative Session

Legislative day # 15

RESOLUTION NO. 134 - 2021

Introduced by: Chairperson at the request of the County Executive

A RESOLUTION confirming the reappointment of Elizabeth Homan to the Housing Commission.

Introduced and read first time on Sept 8, 2021.

By order Michelle Harrod
Michelle Harrod, Administrator to the County Council

Read for a second time and a public hearing held on Sept 20, 2021.

By order Michelle Harrod
Michelle Harrod, Administrator to the County Council

This Resolution was read the third time and was Adopted , Adopted with amendments , Failed , Withdrawn by the County Council on October 4, 2021.

Certified by Michelle Harrod
Michelle Harrod, Administrator to the County Council

NOTE: [[text in brackets]] indicates deletions from existing language; TEXT IN SMALL CAPITALS indicates additions to existing language. Strike-out indicates material deleted by amendment; Underlining indicates material added by amendment.

ELIZABETH S. HOMAN

EXPERIENCE

Executive Director of Public Relations and Marketing

2014–present

Howard Community College, Columbia, Maryland

Lead public relations and marketing strategies as the chief communications officer for a community college serving more than 26,000 credit and noncredit students annually. Report directly to the president, serve as member of president's team, and head marketing and public relations office to achieve college strategic enrollment, branding, and funding goals.

- Co-chair the enrollment management team that develops and collaborates on college enrollment strategies and proactively responds to issues impacting enrollment for the institution.
- Lead and motivate a diverse team of 20 staff members responsible for traditional and digital advertising and marketing, public and media relations, crisis communications, social media, creative services, branding, website content, and television and radio production.
- Oversee office budget with the goals of funding key institutional priorities and creating opportunities for staff to advance their professional development.
- Advise president and senior leaders on public relations and marketing, and develop and write speeches, talking points, and internal and external communications that align with institutional mission and strategic goals.
- Guide college communications as executive editor of Pathways magazine and co-producer/writer of the "Pathways" television show.
- Cultivate collaborative relationships with the news media, community organizations, and local leaders to promote the college, its programs, and people.
- Plan and implement special, high-profile events for the college such as building openings, visits by elected officials, and press conferences.
- Craft the institutional legislative agenda and testimony for public budget hearings
- Managed the public relations and marketing team on the 2015 college website redesign, and continue to shape strategy, content, and governance of the website.

Director of Communications

2011–2014

Montgomery College, Rockville, Maryland

Managed strategic communications, marketing, and branding efforts for a three-campus community college serving approximately 50,000 students

- Led a team of more than 30 professionals skilled in media relations, marketing, creative services, website content, and television production.
- Planned and shaped the message of official communications from the president and other senior leaders.
- Served as head of the emergency crisis communications team and as college spokesperson for major college-wide initiatives, while maintaining strict confidentiality.
- Developed presidential town hall and virtual state of the college events.
- Led the college-wide collaborative initiative to transform three campus identities into one unified brand and launched the first-ever mascot.

Associate Communications Director

2009–2011

Montgomery College, Rockville, Maryland

Oversaw team of six employees responsible for media relations, writing, and editorial services for one of Maryland's largest community colleges.

- Served as spokesperson for the college, connected reporters with appropriate experts, and advised president and college administrators on interviews with the media.
- Led crisis communications outreach efforts with the media and the college's internal community.
- Guided premier college publications as managing editor, including the transition from a two-color alumni magazine to a longer, four-color college-centric magazine.
- Launched student blogger program and collaborated on other key marketing initiatives.
- Strategized, wrote, and edited presidential and executive-level speeches and memorandums, as well as press releases, fact sheets, feature stories.

Media Relations Director

2003–2009

Montgomery College, Rockville, Maryland

Developed strategies, pitched stories, facilitated coverage by local and national media, and supervised media relations specialist, interns, and student assistants.

- Researched, wrote, and edited more than 100 press releases annually.
- Wrote and published magazine articles and website content.
- Served as spokesperson for the college.
- Produced, wrote, and anchored an award-winning cable television magazine show.
- Collaborated on television and radio marketing campaign.
- Served as interim director of communications July 2008–January 2009, leading an office of approximately 15 marketing, media relations, and creative services staff.

General Assignment Reporter

2000–2002

KTVB—Idaho's Newschannel 7, Boise, Idaho

Reporter/Anchor/Producer

1999–2000, 2003

Cable News 21, Rockville, Maryland

EDUCATION

Master of Professional Studies in public relations

Georgetown University

Bachelor of Science in mass communications

Towson University

Bachelor of Arts in English

Transylvania University

RECENT HONORS, AWARDS AND PRESENTATIONS

Baldrige Quest for Excellence Conference

- 2021 co-presenter of concurrent session about customers

Council for the Advancement and Support of Education (CASE)

- 2016 Silver District II Accolades Award, website redesign

National Council for Marketing and Public Relations (NCMPR)

- 2017 co-presenter at national conference, "Be Savvy: How to Avoid Social Distortion"
- 2017 co-author in Counsel magazine, "Turning Social Distortion into Social Savvy"
- 2013 presenter at national conference, "A Virtual State of the College Address"
- 2013 co-author in Counsel magazine, "A Virtual State of the College Address"

Awards as Co-Producer of "Pathways" Television Show

- 2019 Ava Digital Award
- 2019 Hermès Gold award
- 2019 Summit Creative Award
- 2019 Telly Award

COMMUNITY INVOLVEMENT AND LEADERSHIP

American Association for Women in Community Colleges

- Vice President of Communications, 2017–present

Howard County Housing Commission

- Chair, 2020–present
- Vice Chair, 2019–2020
- Commissioner, 2016–present

Leadership Howard County

- Member, Lifelong Learning Committee, 2015–present
- Graduate, Leadership Premier program, 2015

Maryland Community College Council of Public Relations Officers

- Member, 2003–present
- Chair, 2019–2020