



Essential Communications Resources for USC Rossier Faculty

A Message from Dean Noguera

Welcome to USC Rossier School of Education. Faculty, staff, and students alike are excited to work with you. The breadth and depth of expertise you bring to USC Rossier make our institution the preeminent voice in advancing educational equity throughout the nation.

The American education system is facing a harrowing array of issues. Teacher shortages, divisive political trends, books bans and historic threats to diversity, equity and inclusion are just some of the problems confronting educators and students across the nation. Your efforts at USC Rossier will be an impetus to implement new research and strategies to meet these challenges head-on.

We believe that the true value of our education system is measured by outcomes. The work you do at USC Rossier will improve outcomes for students and educators of all backgrounds. You were selected among a large field of applicants because you embody USC Rossier's mission and values and have distinguished yourself as a leader in our field. We will ensure your leadership and incredible ability are utilized to their full potential at USC Rossier.

As you begin to walk the halls and meet your new colleagues you will observe how kind and supportive the USC Rossier community is. We pride ourselves on working together and lifting each other up, and we look forward to working with you as we pursue true educational equity.

Welcome and Fight On!

A handwritten signature in black ink, appearing to read "Pedro Noguera", is positioned below the text "Welcome and Fight On!".

Our Mission

The mission of the USC Rossier School of Education is to prepare leaders to achieve educational equity through practice, research and policy. We work to improve learning opportunities and outcomes in urban settings and to address disparities that affect historically marginalized groups. We teach our students to value and respect the cultural context of the communities in which they work and to interrogate the systems of power that shape policies and practices. Through innovative thinking and research, we strive to solve the most intractable educational problems.

The USC Rossier Communications Team

There are four members of the central USC Rossier communications team. They are:

- **Eric Olsen (olsene@rossier.usc.edu) – Executive Director of Communications**
 - Eric manages the communications team and is a good contact to reach out to with general requests, questions about communication strategies and for help promoting research or an event.
- **Ellen Evaristo (evaristo@rossier.usc.edu) – Director of Media Relations, Promotion and Publicity**
 - Ellen manages USC Rossier's public profile and promotes the school's achievements to the general public. She is a good contact for any work you would like to publicize through the media (op-eds, interviews, press releases, etc.). She manages and contributes content to the USC Rossier news page as well and amplifies school stories and events through our social media channels.
- **Kianoosh Hashemzadeh (khashemz@rossier.usc.edu) – Director of Publications**
 - Kianoosh is a talented writer and editor who serves as the editor of *USC Rossier Magazine*. The annual publication explores pressing issues in education and features interviews and articles about school initiatives, faculty research and our standout students and alumni. The magazine is published on our website and USC Rossier staff, faculty and alumni are mailed a printed copy. Kianoosh is a good contact if you have a perspective or research you would like featured in the magazine. Kianoosh also contributes to the USC Rossier news page.
- **Antonio Reyes (reyesant@rossier.usc.edu) – Assistant Director of Digital Strategy**
 - Tony oversees USC Rossier's digital strategy, including the USC Rossier website. He is a good contact if you have questions about the Rossier website or need advice on how to develop and execute effective digital communication strategies.

Headshots

At your earliest convenience, please schedule a time with Ellen Evaristo to take a professional headshot that will be displayed on the USC Rossier website and other relevant communications materials. A copy will also be emailed to you for your review and own use.

Additionally, USC Rossier will schedule a time each semester to hire an external photography team to shoot and edit additional headshots. Please monitor your email for updates pertaining to this event.

Press Release Announcing Your Arrival

The USC Rossier communications will develop a press release to announce your arrival at the school to faculty, students, staff and the general public. Please submit your biography and any information you would like to highlight in your announcement to:

- Eric Olsen, Executive Director of Communications: olsene@rossier.usc.edu
- Ellen Evaristo, Director of Media Relations, Promotion and Publicity: evaristo@rossier.usc.edu

Please ensure to list any research center or projects you will be affiliated with at USC Rossier that you would like to emphasize in the press release. Eric and Ellen will follow up at their earliest convenience via email with a draft of your announcement release for your input and approval.

Adding Your Information to the Website

Faculty can edit their own professional biography on their USC Rossier website profile page. You are able to make most content edits to these profile pages and are encouraged to do so.

We recommend reviewing and/or updating your profile page regularly, especially your CV. In a recent website use survey group, USC Rossier students confirmed that they reviewed faculty CVs for current information when making their Rossier application decision.

Here's how to edit your bio on rossier.edu:

- a. Log directly into the Rossier Portal Faculty Directory Manager using your USC NetID credentials: <https://rossierportal.usc.edu/facultydirectorymanager>.
- b. Here you can make edits to your profile sections using the navigation tabs at the top.
- c. When you are done, click the Save Changes button.

If you encounter an error or run into difficulty, please submit a web ticket to the Rossier Webmaster here: [Rossier Website Update Request](#). You can also reach out to Destini Felix, in the Office of Faculty Affairs, if you need additional advice: destinif@rossier.usc.edu.

Media Training

There will be opportunities as you conduct your research and instruction at USC Rossier to engage with the media on your areas of expertise. The USC Rossier communications team will be a resource to provide any talking points, media training and all other resources you need to conduct effective media appearances.

There are two opportunities to receive media training. You are welcome to participate in any or all of the trainings:

Trojan Learn

- USC has partnered with LinkedIn Learning to offer media training services through Trojan Learn.
- Access a 30-minute media training essentials course through Trojan Learn by clicking [HERE](#).

- This course is led by Jessica Chen. CEO of a global business communications agency and a former Emmy Award-winning TV news reporter.

USC Rossier Communications Staff

- Ellen Evaristo and Eric Olsen have over 20 years of combined media relations experience. They are at your service to conduct one-on-one media training exercises at your convenience.
- Email Eric (olsene@rossier.usc.edu) and Ellen (evaristo@rossier.usc.edu) to schedule a training.

The USC Rossier communications staff will also compile video and text of your interviews and share it with you. The communications team will also promote your appearances through official USC Rossier accounts and newsletters.

Submitting a News Story

Faculty can submit a request to the USC Rossier communications team through the website to promote and amplify their work. This can include a media mention (being quoted in an article, an appearance on a TV show, etc.), a new position or promotion, a published article or book, research highlights, an award, an appearance at a conference or anything else you would like to promote.

You can submit your requests through the “Submit a Story to News” form [HERE](#).
