SC State’s Office of University Relations and Marketing Receives International Award

By Tameka Kenan-Norman

SC State’s Office of University Relations and Marketing was recently notified that they were the recipients of the prestigious CASE Award for their 2009-2010 Annual Report. CASE, the Council for Advancement and Support of Education, is an international association of educational institutions. CASE serves educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas.

The 2009-2010 Annual Report highlights SC State University donors and features various press releases and feature stories regarding these donors. Other stories also highlight notable SC State events that took place from 2009-2010. (Click here for full story).

Coca-Cola’s Vice President of Corporate Affairs Shares Perspective on Gaining Market Share

By Ashley Elliott

Lauren C. Steele, vice president of Corporate Affairs for Coca-Cola, will serve as SC State University’s executive speaker on Wednesday, Feb. 15, 2012. Steele will speak on the topic: “Gaining Market Share in a Competitive Global Environment.”

As vice president of the corporate affairs for Coca-Cola Bottling Company Consolidated, Steele’s responsibilities include governmental, media and community relations. Charlotte-based Coca-Cola Consolidated is the nation’s largest independent Coca-Cola bottler with selling territories across the Southeast. The company is a major employer in the Charlotte area.

Prior to joining Coca-Cola Consolidated in 1989, Steele spent seven years in governmental relations for The Coca-Cola Company in Atlanta, Ga. Other employment experiences include serving as press secretary for a United States senator. He has also been a television and newspaper reporter. (Click here for full story).

Inaugural Tour to Visit SC State University and Advise Minority Students on the Health Care Profession

By Tameka Kenan-Norman

SC State University is gearing up for a new initiative that is the brainchild of several young Boston and Chicago-based physicians. The Tour for Diversity in Medicine has begun its inaugural bus tour, taking 11 doctors, dentists and medical school students from minority populations to five Historically Black Colleges and Universities (HBCUs) in the South. SC State University will be the third stop on the tour. Students from SC State University and from surrounding institutions who would like to pursue a career in the health care profession will be able to attend this full day of premedical enrichment activities, to be held on Wed. Feb. 22, 2012 from 9 a.m. to 4 p.m. in various locations on the SC State campus. (Click here for full story).