

DAVIS COLLEGE STAFF AWARD

Nominee:	Melanie Jackson		
Job Title:	Media Specialist	Department:	PSS
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Nominator:	Glen Ritchie		
Job Title:	Media Specialist	Department:	PSS
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Instructions: Please list examples for each item. Maximum number of pages for nomination is two (2).
Nominations should be concise and explain how the performance of this employee is exemplary for his/her position.

CASNR/TTU Excellence:

Item A: How does nominee consistently demonstrate a customer-oriented, flexible and responsive focus when accomplishing his/her work? *List in detail examples of specific behaviors and activities that demonstrate how these criteria are met and to what degree. What does this person do that is extraordinary?*

In the past four years, Melanie has excelled by completing the following:

- Creation of a searchable online plant database for PSS students and the broader community to help identify and select landscape plants. These images are an important outreach component for the department, and pictures from the greenhouse have appeared in presentations throughout Texas and the US by a variety of people inside and outside of TTU.
- Streamlining the PSS website and keeping it updated as a resource within and outside the department.
- Helping individual faculty members to update the online presence for their research groups and institutes
- Creation of an online newsroom and newsletter to celebrate achievements, explore research, and deliver other department news.
- Managing department social media outreach
- Helping create promotional materials across a range of media, from TV ads to brochures
- Co-producing (with Dr. Baliga) the PSS department calendar, which is now distributed as an academic calendar throughout the university and to our friends in the community
- Serving as department representative for potential students at professional conferences and networking events
- Welcoming visitors and scheduling meetings in conjunction with the other front office staff.

Item B: Going the Extra Mile. Has this employee made a significant contribution to quality within the department, college, and university and/or has this employee gone above and beyond the call of duty in responding to the needs of the customer, internal or external? *List specific examples that describe how the employee meets these criteria and the impact actions have had on the customer.*

One area where Melanie has excelled and gone the extra mile was the production of the PSS department calendar with Dr. Baliga. Calendar production is a service that connects PSS with others in the university, alumni, stakeholders, and others.

The quality and completeness of the calendar require hours of painstaking design, error-checking, gathering of high-quality images, and shipping, and the addition of Melanie to the project has improved our timeliness, changed the format, and helped us produce something we can be proud of.

More recently, Melanie curated the entire spring seminar series videos on YouTube, edited them, and posted them for viewing to a worldwide audience.