

Job shadow with Julie Poquette

Integration.

In the midst of the university's changing tides, this is the word that has floated to the surface in UW-Eau Claire's office of [Integrated Marketing and Communications](#).

Julie Poquette, Senior Editor and Media Relations Coordinator, plays a critical role in the everyday functioning of all forms of campus communication.

Formerly called the News Bureau, the integrated team at UW-Eau Claire has undergone a major metamorphosis within the past year. Poquette explained that instead of just reporting whatever story happens to present itself, the focus is now on choosing content that supports UW-Eau Claire's top priorities.

"We're focused on making sure that we can best serve the university in its goals," Poquette said. "For recruiting students, retaining students, our general reputation, and our efforts to bring in resources."

Rather than the former reactionary model, Poquette and the rest of the team follow a system that creates messages targeting students who will be a good fit for the university.

"We're all working together," Poquette said. "We all understand what the university's brand is."

Because the revamped office embraces the mentality of having "one voice" and integrating the various roles along the spectrum of message development, Poquette finds that many of her tasks take root in the practice of public relations. From her attention to "AND" branding, to making sure she's sharing information with the appropriate audiences and through the correct platforms, nearly everything Poquette does is filtered through a PR-centered lens.

"We want to make sure we're being consistent across our marketing messaging and what we're putting out as news," Poquette said.

But while public relations is certainly a key part of the Senior Editor's career, I discovered that she actually earned her undergraduate degree from UW-Eau Claire in journalism.

In fact, Poquette's journey as a budding reporter took root within the walls of Eau Claire's very own [Spectator](#) office—an experience that allowed her to become familiar with a variety of different positions while sharpening her editing and journalistic skills.



Julie Poquette, Senior Editor and
Media Relations Coordinator

Years later, after building up an impressive resume of editing experience and dedicating countless hours to a local publishing company, Poquette's career life seemed to come full circle. That's why—when a position opened up in 2000 for a communication specialist in the UW-Eau Claire News Bureau—it was a [dream come true](#) for the journalism graduate, who would finally have the chance to return to her blue and gold alma mater.

“I was delighted and very excited when I was first hired,” Poquette said. “To work for the university that I really loved and was always proud to be a graduate of.”

Now, 15 years later, the former journalist resides as Senior Editor and Media Relations Coordinator of the university's newly formed Integrated Marketing and Communications team.

“It's been awesome being able to tell the story of this place,” Poquette said. “Having that personal connection has been a plus, of course, but I continue to be excited to let people know just what it means to be a Blugold.”

--Nicole Lanzer