



PETER E. HULL

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561-212-3970

Members of the Search Committee
Texas Christian University
2800 S. University Dr.
Fort Worth, TX 76109

Jan. 29, 2024

Dear search committee members,

RE: VICE CHANCELLOR FOR MARKETING AND COMMUNICATION

With a proven track record of nearly 15 years implementing higher education media, marketing, and brand awareness initiatives, my skills and experience align seamlessly with Texas Christian University's priorities for this important role and provide the ideal platform from which I will further elevate the institution's national reputation and academic standing.

I see many similarities when comparing this exciting opportunity with my current role. These include: a large and diverse metropolitan area; a highly competitive higher education landscape; a politically charged state; a comparatively new College of Medicine; and communications associated with a growing research enterprise.

I joined Florida Atlantic from Clemson University in May 2014 as Vice President for Public Affairs, and as the university's chief communications officer and chief marketing officer. I was brought to Florida Atlantic to help rebuild a reputation that, frankly, was in tatters.

As such, I have deep experience rebuilding a team from fragmented parts, establishing continuity of messaging that involved communications personnel assigned outside of the division; providing leadership and a sense of ownership to the newly constructed division's creative staff; and helping the president and his leadership team development and implement a new strategic plan with heavy emphasis on brand, place, community, and civic engagement.

Today, I oversee a division of ~45 talented staff that includes all internal and external communications, media relations, trademark management and licensing, creative services, marketing and social media, website development, Division I Athletics communications, video productions, presidential communications, and research and health care communications.

I am a keen collaborator who allows my team's creativity to wander and flourish while staying close to the institution's core values and standards, particularly inclusivity and diversity. After years of leaderless direction (my position did not exist prior to my arrival at Florida Atlantic), they now flourish and play a vital role implementing the strategic plan. I believe this is a clear reflection of my management style.

I will bring to this role a track record of crisis communication, proactive storytelling and negative news mitigation, a long-standing familiarity with the nuances associated with varied — and sometimes competing — colleges, and the ability to help craft public policy messaging and communication among the unique audiences associated with higher education.

I can provide countless examples of national news coverage related to research and student-focused initiatives coupled with national advertising campaigns designed for recruitment and reputation development.

Furthermore, Florida Atlantic's run to the 2023 NCAA Men's basketball Final Four not only brought me to Texas again, but also created another deep layer of experience and knowledge that I will bring to this role. We continue to capitalize on the enormous brand awareness that run created.

During my time as vice president, I have directly led, or have helped determine policy for, the following achievements, among others:

- A refreshed and refocused brand identity, including all university trademarks, with complete buy-in from all stakeholders.
- From last place in the Florida State University System Performance-Funding rankings in 2014 to 1st place by 2016.
- After I created the Office of Presidential Communications within the Division of Public Affairs, as part of a new university-wide initiative to climb the *U.S. News & World Report* rankings, Florida Atlantic has climbed from 147 to 132 to 112 in consecutive years (public universities), due primarily to the peer assessment (reputation) score. I anticipate the top 100 next year.
- 15-point increase in academic progress rate (2014-2023) and 30-point increase in 4-year graduation rate (2014-2023).
- Consecutive largest in-coming FTIC classes in university history (Fall 2022 and Fall 2023).

My experience leading award-winning messaging, marketing, and advertising campaigns will allow me to hit the ground running at a pivotal time in TCU's history. The opportunity to lead a team that helps enhance TSU's brand determine its narrative is palpable.

Thank you for taking the time to read my introduction and resume. I look forward to the possibility of discussing this with you soon.

Sincerely,



Peter E. Hull



CONTACT

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SELECTED ACCOMPLISHMENTS

- Final decision maker of award-winning targeted marketing and advertising campaigns
- Leader of branded content campaigns for student recruitment, fundraising campaigns, legislative budget requests, and other key initiatives
- Tailored digital marketing campaigns to aid student recruitment goals
- Metrics-driven results
- Oversight of front-end and back-end redesign of university website for mobile-first optimization
- Targeted Presidential communications to help achieve rankings goals
- Communications and media relations adviser to Board of Trustees
- Detailed and extensive COVID-19-related internal and external communication plans and initiatives
- Member of President's COVID-19-related Fiscal Recovery Task Force

HIGHER EDUCATION MARKETING AND COMMUNICATIONS EXECUTIVE

Peter E. Hull

OVERVIEW

- Vice President and member of the President's Executive Leadership Team
- Chief Communications Officer/Chief Marketing Officer with overall responsibility for all internal and external communication
- Marketing and communications executive with extensive policy, media relations, crisis communication, and brand development experience
- Oversight of Creative Services, Video Productions, Website Development, Media Relations, University Communications, Trademark and Licensing, Advertising and Marketing, Presidential and Executive Communications
- Collaborative and strategic partner with university leadership across 10 colleges and six campuses, including Advancement, Government Relations, top-ranked College of Medicine, College of Business, Honors College, and Division I Athletics
- Lead public affairs liaison with external university partners, including affiliate hospital and research partners, government agencies, public safety agencies, and public/private partnerships
- Key strategist and advisor during crisis events and emergencies
- Regional, national, and international media coverage that aligns with the university's key goals, such as legislative and fundraising initiatives, through strategic storytelling and brand awareness
- Negative news mitigation

EDUCATION

Master of Arts, Humanities with Journalism
May 2004
Old Dominion University
Norfolk, Va.

Higher National Certificate, Building Services Engineering, June 1993

Croydon College (now University Centre Croydon)
Croydon)
London, England

SELECTED HONORS

- 2023 Bernays Awards: PR Star award for generating more than \$1.9 billion in earned media during the Men's run to the NCAA basketball Final Four (staff)
- 2023 Bernays Awards: Best PR Campaign for an 8-minute-long feature on NBC's TODAY show about the effects of climate change on sea turtle gender ratios (staff)
- 2021 Collegiate Advertising Awards: Gold — COVID-19 "Together" campaign (staff; schools with 20,000+ students)
- 2020 Bernays Awards: Social Media Campaign/Nonprofit (staff)
- 2020 Collegiate Advertising Awards: Gold — Your Future Awaits campaign, airport display ads (staff; schools with 20,000+ students)
- 2020 Educational Advertising Awards: Gold — Your Future Awaits campaign, T-shirts (staff)
- 2019 Educational Advertising Awards: Gold — FAU Stadium locker room branding (staff)
- 2019 Educational Advertising Awards: Gold — Schmidt Family Center for Academic and Athletic Excellence, promotional brochure (staff)
- 2019 Bernays Awards: Crisis Communication (Commencement bomb threat)
- Certificate of Merit, Society of American Business Editors and Writers, 2007
- First place for business reporting, 2005 S.C. Press Association awards
- Emerging Leader award, Old Dominion University

EMPLOYMENT HISTORY

Florida Atlantic University

Vice President, Public Affairs
Boca Raton, Fla.
May 2014 to present

- Divisional head overseeing \$5 million-plus budget, ~
- Overall responsibility for media relations, advertising implementation, university website, branding and records across the university's six campuses and 100
- Advisor to the university President, university leaders

Clemson University

Communications and Marketing Director, Office of Eco Information Director, Public Service and Agriculture
North Charleston, S.C.

June 2008 to February 2010/February 2010 to May 2014

- Responsible for media relations and marketing strat institutes and education centers across South Caroli
- Media relations and communications advisor to Cle staff

The Post and Courier

Business Writer
Charleston, S.C.
May 2006 to May 2008

June 2008 to February 2010/February 2010 to May 2014

- Banking and finance reporter
- Shipping and trade reporter

The Island Packet

Business Writer
Hilton Head Island, S.C.
September 2004 to May 2006
Business reporting across Beaufort County

PERSONAL

Naturalized U.S. citizen/dual British-U.S. citizen



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COMMITMENT TO STUDENT SUCCESS, AND DIVERSITY, EQUITY, AND INCLUSION

The South Florida region is a large and diverse metropolitan area with a competitive higher education landscape. The student body of my current university is the most diverse university within the Florida State University System, and the university is designated a Hispanic-Serving Institution by the U.S. Department of Education.

Furthermore, while there is considerable wealth in the South Florida region, many students and their families experience financial hardships and difficulties paying for college. As such, I understand and appreciate the critical role higher education plays in a community and the importance of first-in-family, and similar initiatives.

I am honored to serve on the president's executive leadership team that has made student success, particular for under-represented students, a priority. You can read more about these initiatives [HERE](#) as part of my division's overarching messaging campaign to highlight these efforts.

As vice president, I insist on a safe, collaborative, and inclusive environment for all those who work within the Division of Public Affairs and for the areas of the institution the division interacts with. I personally ensure the division's hiring practices not only adhere to all legislation and relevant university policies and regulations, but also that the division's staff reflects, to the extent possible, the university community those staff serve and represent.

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