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## Virginia Tech Staff Employee of the Week

January 14, 2007

**Group Name:** Doris J. Waddell  
**Job Title:** Admin & Program Specialist III  
**Employee's Home Department:** Office of Economic Development  
**Employee's College or VP Area:** Vice Provost – Outreach  
**Nominated For:** President's Award for Excellence  
**Nominated By:** Theodore J. Settle, Director, Office of Economic Development  
**Virginia Tech Hire Date:** September 23, 2002



### Summary

Doris Waddell has excelled at integrating technology into the daily work life and operation of the Office of Economic Development. For example, during the past year, Doris led an effort to migrate the department's newsletter from print to an electronic format. She championed the idea, took the initiative to design and develop the electronic template, updated the database with email addresses, and continues to encourage staff to complete various articles while managing the production schedule. This new format enables more frequent contact with our external economic development stakeholders, provides the ability to highlight university initiatives like the Energy Research Engagement Showcase, is easier to assemble, is quicker to market, and has saved several thousand dollars. This new format has produced many positive comments, including the Economic Development Administration in the US Department of Commerce showcasing it to the other university centers in the Philadelphia region. Finally, to assess the effectiveness of the electronic newsletter, Doris purchased an inexpensive software package that identifies the number of users who open the newsletter and the features that capture the most attention. This data has led us to slightly change the format of the newsletter, thereby enabling fewer newsletters to be captured by email filters.

About the ["Staff Employee of the Week"](#) Program

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