

2018 NATIONAL  
*Petrizzo*  
Career Service  
Award

**Dorothy “Dotty”**

**Karkheck** is a proven leader and inspiration to her colleagues at Jackson College and NCMPR. She’s always willing to take time to encourage and mentor those around her.



**DOROTHY A. KARKHECK**  
DIRECTOR OF  
MARKETING AND  
COMMUNICATIONS  
JACKSON COLLEGE,  
JACKSON,  
MICHIGAN

Karkheck began her career at Jackson College in 2002 as marketing manager and was quickly promoted to director of marketing and communications. With a master’s degree in graphic design and 10 years as creative director for a marketing and publishing agency, she brought outstanding skills to the position.

Since joining Jackson College, Karkheck has led the college through many strategic initiatives and explored new trends in marketing. In particular, she has focused on digital and social media, successfully implementing digital campaigns involving search engine marketing, geotargeting, network display advertising, Pandora advertising and demo retargeting. She increased her department budget and staff in these areas as well. According to Del Belcher, social media specialist at Jackson College, “Dotty has embraced digital and social media marketing, which has greatly contributed to the college’s marketing office and advanced the college as a whole.”

In 2012, Jackson College recognized Karkheck’s leadership skills with the Outstanding Administrator of the Year Award. Some of her other accomplishments include:

- In 2007, Jackson College reinstated an athletics program after more than 20 years. Karkheck led the marketing team in creating logos, literature, uniforms, media guides and much more. In the same year, the college added the first of three housing units on campus. With Karkheck’s marketing oversight, the housing program now accommodates 490 students.
- In 2013, the college underwent a name change – an enormous project requiring extensive research, community forums and focus groups, new logo, and new materials and signage. Karkheck led the successful transition within just 12 months.
- Under a tight timeline, Karkheck oversaw a complete website redesign, including a new content management system and a 70 percent reduction in the number of web pages. The new site has seen increased web traffic and helped to increase enrollment. It was recognized by NCMPR at the district level with a gold Medallion award.

- Known for her hands-on approach and get-it-done attitude, Karkheck has been a key influencer in countless events at the college. She has served as a committee member on the foundation's annual fundraiser, "Starry, Starry Night," promoted the community-wide "Free College Day," and worked on the annual MLK dinner and celebration.

A member of NCMPR since 2003, Karkheck's record of volunteerism is hard to match. She's served as District 3 conference co-chair three times, coordinated the District 3 Medallion awards competition three times, and coordinated judges for both the Medallion and Paragon award programs. Karkheck has participated in 15 NCMPR district conferences and 11 national conferences and encourages her staff to participate as well. Under her guidance, Jackson College has won 76 district Medallion awards and eight national Paragon awards – all recognizing excellence in publications, advertising and public relations. In 2016, she was awarded the NCMPR District 3 Communicator of the Year.

NCMPR colleague Lynn Whalen, executive director of public relations and marketing at Lincoln Land Community College in Illinois, has this to say about Karkheck: "I have been continually impressed through the years with her abilities as a marketer and team leader, as well as her devotion to her community college and NCMPR."

Karkheck puts it this way: "I feel fortunate to be able to do what I do on a daily basis. To be able to work collaboratively with a team of talented employees who are all committed to student success is inspiring and rewarding."

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*The D. Richard Petrizzo Award for Career Achievement honors a professional for career accomplishments in community college marketing and public relations. It is named after the award's first recipient, a former NCMPR president who helped shape the organization in its early years.*