



For Immediate Release

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**St. Joseph's College Names
Austin & Williams as Agency of Record**

BROOKLYN and PATCHOGUE, N.Y. – August 1, 2016 – St. Joseph's College (SJC) is pleased to announce its selection of higher education marketing firm Austin & Williams (A&W) as its new agency of record. SJC selected the Hauppauge-based marketing, advertising, branding and digital agency following an extensive search process that included top firms throughout the region.

"Austin & Williams proved themselves to be the ideal agency partner for our in-house marketing and communications team," said Jessica McAleer Decatur, SJC Vice President for Marketing and Communications. "A&W has the higher education expertise and market knowledge we need to achieve our institutional goals at this critical point in the College's 100-year history."

In addition to helping the College commemorate its centennial, A&W is developing a research-driven strategy focused on building a strong, differentiating brand for SJC and driving recruitment to the College's three distinct campuses: SJC Brooklyn, SJC Patchogue and SJC Online.

"Everyone here at A&W is thrilled to have the opportunity to take the SJC brand to the next level," said Rick Chiorando, agency CEO and chief creative officer. "The preliminary research we conducted with students and alumni in preparing our pitch made it clear that SJC has a rich and compelling brand story to tell. We can't wait to tell it."

Named one of the fastest-growing agencies nationwide by *Agency Post*, A&W's strong higher education roster includes long-term client Molloy College, as well as Fordham University, Metropolitan College of New York and TCI College.

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ABOUT ST. JOSEPH'S COLLEGE

St. Joseph's College has been dedicated to providing a diverse population of students in the New York metropolitan area with an affordable education rooted in the liberal arts tradition since 1916. Independent and coeducational, the College provides a strong academic and value-oriented education at the undergraduate and graduate levels, aiming to prepare each student for a life characterized by integrity, intellectual and spiritual values, social responsibility and service. Through SJC Brooklyn, SJC Long Island and SJC Online, the College offers bachelor's degrees in 49 majors, special course offerings and certificates, affiliated and pre-professional programs.



ABOUT AUSTIN & WILLIAMS

Austin & Williams is an outcomes-driven higher education marketing agency headquartered in Hauppauge, Long Island, NY, that provides clients with branding, advertising and digital marketing ideas that inspire action. For more information, visit austin-williams.com.

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