



# Amy Easum

Bender of Twigs at the ver

year high in the fall of 2021. Her tenure transcends major reorganizations to the university, and Amy has been along for a joyous ride to grow Shovel Nation. Amy has worked with hundreds of people across campus to share ideas, for print, digital and thousands of announcements. Her work has helped shape the path of the university's success and many of

students, faculty, staff and community.

Affinity for design in the form of illustration and design led Amy to attend Wichita State with a Bachelor of Fine Arts in Graphic Design. Amy began her service to Wichita State as a graphic designer in 1996. Despite growing up across the border, she was drawn to the university's rich history and vibrant campus life. Over the years, she has worked in Fairmount and on campus, where she has worked in both areas of graphic design and web design. She's earned her way through long hours and a tireless dedication to her work, and she's proud to be a part of a thriving university.

As a senior of Wichita State, Amy works closely with her colleagues and her boss, Amy Berch, to help them achieve their department's outreach and marketing goals. She advises on brand voice and look, counsels on audience research, considers data and information that can drive decisions and oversees the creative process that can be distributed across digital and print. She's the creative force that can turn a brief into a series of projects, from billboards to social media to print publications to campus signage to digital. She has limitless capacity to juggle projects that vary in scope and audience, meanwhile meeting any major milestone and deadline her clients need.

One of Amy's greatest joys is when she spends the time to listen to a department's challenges, dives in to brainstorm solutions, grabbing individual pieces of information, fitting ideas together, moving them around and ultimately creating a clear and efficient plan. She's also a champion for the success of the people she works with, and she's proud to be a part of many of her department's historical accomplishments, securing awards from ADDY, CASE MidAmerica District VI Higher Education, Clarus, and the University and College Design Association.

As a national leader in design, Amy has been a great resource for the Office of Admissions, which she has worked with over the last several years. Her expertise and passion for design and marketing are a great asset to the university, and she's been a key player in attracting new students who are considering investing thousands of dollars into a university experience is no small feat, and our team has needed a dependable partner who delivers results. Despite personal transition throughout the university and even her own department, Amy has been a steadfast teammate and champion for recruitment success along the way. It is with zero hesitation and 100% enthusiasm that we celebrate her success in this role and wish her the best of luck in her future endeavors.

In addition to managing a household with her husband, Pat, and having two children, Mason and Abby, Amy has found time to achieve her degree in Innovator Design from Wichita State, which she stipulates is the best educational experience she has ever had, learning so much and loving it.

We celebrate and congratulate our great colleague, Amy Easum, on achieving Bender of Twigs. While perhaps she isn't thinking she'll miss it, we know she will. We are proud to have had her as a part of our team and wish her the best of luck in her future endeavors.



**Bobby Gandu**  
Assistant Vice President for Strategic Enrollment Management  
and Director of Admissions