

The logo for 'Bender of Twigs' is written in a white, elegant cursive font on a dark grey rectangular background. The word 'Bender' is on the top line, 'of' is smaller and positioned between 'Bender' and 'Twigs', and 'Twigs' is on the bottom line.

Amy Easum

It seems fitting Amy Easum is being honored with 25 years of service and recognition for Bender of Twigs at the very same time the university's enrollment is rounding into a 30-year high in the fall of 2021. Her tenure transcends major enhancements to the university and Amy has been along for a joyous ride to grow Shocker Nation. Amy has worked with hundreds of people on campus through thousands of projects big and small, creating a memorable impact on all the university's colleges and most departments. Her work has been critical to celebrating the university's brand, successes and the storytelling of our students, faculty, staff and community.

After attending the Columbus College of Art and Design in Ohio on an art scholarship and graduating from K-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 street from the University of Kansas where her father was the director of the student health center for 30 years, she found a fit on Fairmount Street, helping departments with their publications, creative work, special projects and marketing strategy. She's earned her way through numerous promotions, including serving as art director, project manager, client services manager and rounding into her current role as creative director for a division that supplies 24/7 marketing and communications support to a thriving university.

Amy works closely with her clients, the campus departments and personnel who are putting their trust in her to facilitate reaching 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 strengthen the creative assets that are brought into focus. She develops and guides the creative team that is consistently buried in projects ranging in volume and budget 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.

Perhaps where Amy's star shines brightest is when she spends the time to listen to a department's challenges, dives in to brainstorm solutions, conceptualizes paths forward and executes once decisions are made. She's one of Wichita State's greatest jigsaw puzzle-solvers, grabbing individual pieces of information, fitting ideas together, moving them around and ultimately creating a clearer and beautiful picture. She can narrow in on the finest details such as paper, gloss, color, contracts, printers and timelines, ultimately finding efficiencies to help her clients feel excited about the outcome they receive. Clients deliver high praise and satisfaction for her support and performance on their projects, but additional outside metrics are available to gauge her talents. She's been 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 Designer Association.

On a more specific note, she has been one of the greatest campus partners the Office of Admissions has worked with over the last decade, in a period with unrelenting demand for new publications, fresh creative approaches and sound marketing strategy. 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 personnel 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 we can say that Amy has been a part of the machine that has recruited the largest several freshmen classes in the university's 126-year history.

In addition to managing a household with her husband, Pat, and having two children, Mason and Abby, Amy has found time to achieve a master's degree in Innovation Design from Wichita State, which she stipulates is the best educational experience she has ever had, learning so much and loving the program that will help carry her into the next phase of her career.

We celebrate and congratulate our great colleague, Amy Easum, on achieving Bender of Twigs. While perhaps she isn't thinking she'll serve another 25 years to Shocker Nation, we have no doubt our campus community would be all the better if she did.