

Communications plan for Purple Heart parking permit unveiling

Points of Contact

Jayetta M. Rogers

Veterans Resource Center Coordinator
G020 Hodges Library
1015 Volunteer Blvd.
Knoxville, TN 37996

jayetta@utk.edu

865-974-1500

veterans.utk.edu

Stephen Branum

865-405-3804

sbranum@vols.utk.edu

Parking & Transit Services

Moira Bindner

Communications & Customer Service Manager

865-974-2846

mbindner@utk.edu

What's the story?

Stephen Branum is a senior majoring in Political Science and he is the SGA rep for the Veterans. Stephen wanted to acknowledge veterans' service by installing a designated parking space at Hodges Library ONLY for Purple Heart recipients. He researched what other SEC schools were doing and presented his findings to Parking & Transit, which forward this onto Chris Cimino & Jeff Maples.

Mr. Cimino and Mr. Maples worked on this proposal to determine how to recognize Purple Heart Veterans. Former Chancellor Davenport visited the Veterans Resource Center and was informed of the desire for some parking acknowledgement for Purple Heart Veterans. Former Chancellor also presided over the Veterans Resource Center opening ceremony at Hodges Library.

The decision was made to create a new parking permit for Purple Heart recipients. This parking permit would allow the staff or student to park in any unreserved student or staff space on campus. The benefit of a permit over one specific parking space is that it provides much more flexibility for the student or staff to maneuver campus.

The Traffic and Parking Authority Advisory Committee to the Chancellor recommended a Purple Heart parking permit that would allow qualified Purple Heart recipients. The parking permit has been designed and produced.

Next steps: Jayetta Rogers at the Veterans Resource Center will implement the program. Veterans need to submit a DD-214 form which indicates they are a Purple Heart recipient. Ms. Rogers will forward the approved list to parking and transit and that student or staff will be authorized to purchase this hangtag. The applicable rate applies and the permit will indicate PHC-commuter, PHS-staff, or PHN-non-commuter (residential student).

Purple Heart Visitors will also be able to get a free daily permit from the Veterans Resource Center and the log will be sent regularly to Parking & Transit for audit purposes. There is no charge for the visitor permit.

Possible ways to acknowledge

- TN Today – feature article
- Vol Update article – since this does not return until students come back maybe we could do a follow-up for Veterans Day
- Feature story on Stephen Branum's efforts using his SGA role and his political science skills
- Ceremony at Veteran's Resource Center to launch program with first parking permit recipients
- Television Coverage – WBIR, WATE, etc
- Chancellor Davis inclusion
- Connect with Margot Kline, Alumni Affairs, Asst Dir of Comm, mkline@utfi.org, who coordinated the Veterans Resource Center Opening with alumni and generated a large audience for this program

Possible timing

Wednesday August 1st – start of the new permit year at UTK