



Kedra Tolson To Lead SIUE Marketing and Communications

by Kalli Collins

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EDWARDSVILLE - Southern Illinois University Edwardsville Chancellor James T. Minor, PhD, has named academic marketing and communications expert Kedra Tolson as Executive Director of University Marketing and Communications following a national search. Tolson will assume the position, effective Wednesday, Dec. 7, 2022.



Tolson is returning to her alma mater to lead an experienced team of creative professionals charged with amplifying SIUE's brand, enhancing enrollment marketing, and strengthening communication with the public. Tolson will also play a key role in advancing communication related to the Strategic Plan and critical University fundraising campaigns.

"This is an exciting season for SIUE. I am confident Kedra will be a key contributor to our growth as we take bold steps to define our future," said Minor. "Kedra's extensive background in higher education has fostered a "students-first" approach that matches our mission of transforming the lives of individuals from all backgrounds."

Tolson spent more than a decade with St. Louis Community College, most recently serving as executive director of marketing and communications since 2016, and previously as coordinator of campus public information and marketing for the Florissant Valley campus from 2010-2016. Additional experiences included one year as communications manager for Jazz St. Louis (2008-2009) and a five-year stint as media relations manager for University of Missouri-St. Louis (2003-2008).

"I have spent the majority of my career in higher education and am keenly interested in working to amplify SIUE's value and academic quality," shared Tolson. "SIUE is a world-class institution that is positioned to offer the region's students a well-rounded, career-forward education. I look forward to working with the campus and community members. I am eager to work with the team to discover new ways to tell SIUE's story."

Tolson earned a bachelor's in mass communications from SIUE in 1994. She completed a master's in management and leadership from Webster University. Tolson is actively involved in a variety of community organizations. She presently volunteers as a board member of St. Louis ArtWorks, Webster Arts and the Press Club of Metropolitan St. Louis.

[Southern Illinois University Edwardsville](#) provides students with a high-quality education that powerfully transforms the lives of all individuals who seek something greater. A premier metropolitan university, SIUE is creating social and economic mobility for individuals while also powering the workforce of the future. Built on the foundation of a broad-based liberal education, and enhanced by hands-on research and real-world experiences, the academic preparation SIUE students receive equips them to thrive in the global marketplace and make our communities better places to live. Situated on 2,660 acres of beautiful woodland atop the bluffs overlooking the natural beauty of the Mississippi River's rich bottomland and only a short drive from downtown St. Louis, the SIUE campus is home to a diverse student body of more than 13,000.

