



RUST COLLEGE

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RUST COLLEGE HIRES NEW MANAGER OF MULTICULTURAL ADMISSIONS AND MARKETING COMMUNICATIONS

HOLLY SPRINGS, MS – Rust College President Ivy R. Taylor, Ed.D. has announced the appointment of Talia Palacio as the College’s first Manager of Multicultural Admissions and Marketing Communications.

“We are thrilled to welcome Ms. Palacio to the Bearcat family. Her strong work experience as a bilingual professional and her long standing commitment to serving students will make her a great leader for our efforts at diversifying Enrollment Services and elevating recruitment efforts with Latino, Hispanic and International students,” said President Taylor.

Talia Palacio comes to Rust College with 10 plus years of progressive leadership experience in Latinx and Hispanic culture, education and teaching, project management, and bilingual communications. Her experience positioned Talia to most recently lead bilingual communications for Shelby County Schools, the largest school district in the state of Tennessee. During her time at Shelby County Schools, Palacio was responsible for content development of all bilingual platforms that resulted in increasing the District's message and perception by 10%+ amongst Spanish speaking students and families, engaging with bilingual students, and their families, and promoting college readiness, and connecting with community organizations to

bring awareness to post-secondary opportunities to Non-English-Speaking Natives and Multicultural students and families.

Prior to her current position as Bilingual Communications Advisor at Shelby County Schools, Ms. Palacio served as a Dual Language Immersion Optional Program Coordinator at Shelby County Schools and as an Education Specialist for Latino Memphis. Palacio was responsible for overseeing the development of ¡Hola Memphis!, the only directory for newcomers completely in Spanish.

As Manager - Multicultural Admissions and Marketing Communications, Palacio will be responsible for the vision, strategy, and implementation of all full-time International and Hispanic student recruitment-oriented initiatives and services. She will serve as lead in the process of developing annual enrollment goals and an annual action plan to reach those goals with an emphasis on increasing and stabilizing student enrollment for the International and Hispanic student population. Talia will also support strategic partnerships that can aid in creating a pipeline of prospective International and Hispanic students for Rust College. With the growing Hispanic population in Marshall County, Shelby County and the surrounding areas, the hiring of Palacio solidifies the institution's commitment to diversity and inclusion and the steps taken to achieve the institution's enrollment goals.

Palacio earned a Bachelor of Arts in Foreign Language from the University of Memphis and has studied abroad at the University of Costa Rica, San Jose. Talia will begin her new role at Rust College in August of 2021.

About Rust College

Rust College is a historically, Black, co-educational, senior liberal arts college founded in 1866 by the Freedmen's Aid Society of the Methodist Episcopal Church to offer quality programs in business, education, humanities, science and math, and social science to prepare students for leadership and service in the global society.

Located in Holly Springs, MS, Rust College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the associate and baccalaureate degrees.

For more information about Rust College, call (662) 252-8000, ext. 4915 or visit www.rustcollege.edu.

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