

PHILIP SIKES

EXECUTIVE DIRECTOR OF STUDENT COMMUNICATION



Philip Sikes serves as executive director of student communication. He is the chief communications strategist for the Vice President for Student Affairs and Dean of Students and all departments within the Division of Student Affairs. He was elevated into his role in December 2022 as a key member of the strategic communications team in the Marketing and Communications Division.

Sikes was an associate athletic communications director at Clemson from 2004-17. During that time, he served as the primary communications representative for the men's basketball program. He planned and executed promotional material for multiple audiences, strategized and developed content for the program's social media platforms and facilitated team-related external media requests. In 2013, his men's basketball media guide was voted No. 1 in the nation by the College Sports Information Directors of America. He was the 2007 Bob Bradley Award recipient for outstanding contributions to the basketball program.

Sikes also was the secondary contact for the National Championship football team in 2016 and served in the same capacity in 2015 as well. He coordinated media responsibilities for Clemson's athletic communications office at the 2015 College Football Awards Show in Atlanta and 2016 Heisman Trophy presentation in New York City. As secondary contact, his duties included coordinating interviews with coaches and players, publishing media materials, supervising gameday staff and contributing to the program's award-winning social media platforms. Clemson was recognized as one of the 'Super 11' publicity departments both seasons by the Football Writers Association of America.

Sikes also held administrative responsibility for publicity related to the track & field and rowing programs. In track & field, he worked with multiple NCAA champions, All-Americans, a Bowerman Award winner and a 2016 Olympic gold medalist. From 2009-15, he was editor-in-chief of Orange The Experience, a magazine published eight times each year for IPTAY members. Sikes also designed and edited the department's annual report from 2006-08.

Sikes gained extensive broadcasting experience as a member of the men's basketball radio team in a reserve capacity. He served as a color analyst for Clemson in addition to his full-time responsibilities for more than 50 broadcasts from 2005-17.

A native of Aiken, South Carolina, Sikes earned a bachelor's degree in parks, recreation & tourism management in 2002. He added a master's degree in human resource development in 2004. He was a graduate assistant for Clemson's sports information office during that time, aiding in the publicity of the Tiger baseball and golf programs.

Sikes is married to the former Jocelyn Boore, also of Aiken. They have two sons, Ryan and Dylan.