

## Communications Director for Student Affairs Philip Sikes



Philip Sikes serves as communications director for Clemson University's Division of Student Affairs, but his affiliation with the University dates to the fall of 1998 when he enrolled as an undergraduate. Sikes is the chief communications strategist for the vice president's office and all departments within Student Affairs, as part of the University Relations strategic communications team.

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, while also strategizing and maintaining content for the program's social media platforms. 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 represented Clemson's athletic communications office at the 2015 College Football Awards Show in Atlanta and 2016 Heisman Trophy presentation in New York City. Sikes coordinated interviews with coaches and players, published media materials, supervised gameday staff and contributed 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.

In addition to his primary duties, Sikes also held administrative responsibility for publicity related to the track & field and rowing programs. From 2009 through 2015, he was editor-in-chief of Orange The Experience, a 64-page magazine published eight times each year for IPTAY members. Sikes also designed and edited the department's annual report from 2006 to 2008.

As a member of the men's basketball radio team in a reserve capacity, Sikes has extensive broadcasting experience. He served as a color analyst for Clemson in addition to his full-time responsibilities for a number of games between 2005 and 2017.

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.