HOW MANY ON PR STAFF? PLEASE LIST POSITION TITLES:

Azusa Pacific: (2) Executive Director of Strategic Communication and Assistant Director of Public Relations

Biola: Two — Manager of Public Relations and Internal Communications and Media Relations Coordinator

Cal Lutheran: The office that I am in is called University Relations and is directed by the Associate Vice President for University Relations. The staff includes the following: Media Relations Manager (me), University Editor, Community Relations Coordinator, Sports Information Director, Sports Information Assistant, Operations Coordinator and Administrative Assistant.

Cal Poly Pomona: I will offer two models: One that includes me and one that does not. On our campus, Uyen Mai is THE Director of Public Affairs. My role is more like the Chief Communication Officer. I also serve on the President’s Cabinet (only AVP on cabinet) and tend to pick up some “chief of staff” type things. So here we go…

> AVP for University Relations
> Executive Assistant (also support Public Affairs budget)
> Director of Public Affairs
> Senior Media Communication Coordinator (writer, high-end editor, media relations)
> Senior Communication Specialist (writer, editor, social media, manages PolyCentric)
> Senior Graphic Artist (only full-time graphic artist at CPP)
> University Photographer (only full-time photographer at CPP)
> Online Support Specialist (division-based web management)

CSU San Bernardino: Note: Positions 1-5 are all writers and editors.

> 1. Associate Vice President, Public Affairs
> 2. Assistant Director, Public Affairs
> 3. Media Specialist (magazine editor)
> 4. Media Specialist (general)
> 5. Publications coordinator
> 6. Graphic designer 1
> 7. Graphic designer 2
> 8. Administrative assistant
**Chapman:** Four:
> Director of Communications and Media Relations
> PR Editor
> PR Writer
> PR Coordinator

**La Verne:** Three full-time in Public Relations
> Director of Public Relations
> Assistant Director of Public Relations
> Assistant Director, Media Relations
> Public Relations assistant (full-time, but temporary)
> Assistant to the Vice President for Donor Stewardship and Public Relations (50% of time is P.R.)

**Redlands:** Two specifically dedicated to Public Relations:
> Director of Public Relations
> Communications Manager

We are part of a 10-person Marketing and Strategic Communications team which also includes:
> AVP
> Director of Web/Interactive
> Web Manager
> Web Content Editor
> Marketing Manager
> Creative Services Manager
> Graphic Designer
> Executive Assistant

**Whittier:**
> Director, External Relations (overseeing Communications & Alumni Relations programs)
> Director, News & Media Relations
> Web Manager (this position is splitting into two new positions: Web Content Manager & Asst. Director for Web Strategy)

**TYPICALLY, HOW MANY PRESS RELEASES DO YOU SEND OUT PER WEEK?**

**Azusa Pacific:** 2-3 a week. In addition, the team distributes media alerts, juggles direct media requests for experts, solicits op/eds, coordinates film shoots that positions the university well, pitches media directly on topics, and interfaces with media via Twitter, Facebook, and phone. Moreover, the PR team is responsible for crisis communications and executive communication. For context, public relations is housed within the Office of University Relations, comprised of 22 staff members who partner together to promote and protect the brand of Azusa Pacific University. This is accomplished by marketing communications, advertising, visual storytelling, public relations, wayfinding, social media, website development, and mobile technology, etc.

**Biola:** On average, one press release per week.

**Cal Lutheran:** 4 produced and sent out by Media Relations Manager (This number does not include those sent out by Sports Information)

**Cal Poly Pomona:** Roughly five pitches and two press releases a week. Varies considerably based on the time of year and campus activity

**CSU San Bernardino:** 5 to 8

**Chapman:** Usually between three and five.

**La Verne:** 1-2 per week; 5 to 8 pitches per week.

**Redlands:** 4 – 10 (some are releases, many are simply calendar alerts)

**Whittier:** This depends on what is occurring on campus and what time of year (e.g., in summer less activity, so we may not put out any for weeks at a time, v. fall, when there are multiple activities/ issues happening per week.)
DOES YOUR PR OFFICE MAINTAIN OR UTILIZE THE FOLLOWING:

> WEB PAGES (Which Ones? Entire University?)

**Azusa Pacific:** Media relations pages

**Biola:** Yes, we maintain content for the homepage at biola.edu and all content on now.biola.edu.

**Cal Lutheran:** Provide content for homepage, News, Arts & Events, News Releases, In the News, Alumni in the News, Speakers & Experts, Media Relations, CLUSports.com, Neighbors and Visitors, Corporate Leaders Breakfast and Community Leaders Association. Provide assistance and editing for pages throughout the website.

**Cal Poly Pomona:** Content for CPP home page, division page

**CSU San Bernardino:** We manage content for university home page, but the IT department has technical oversight of the site. We manage the university news site, magazine site and student blogs page completely.

**Chapman:** No – run by Strategic Marketing

**La Verne:** Public Relations pages, University Advancement pages, President’s pages, Online news releases

**Redlands:** We have content editors who maintain their own pages using the Content Management System, and our Web/Interactive team has overall responsibility for the website, and new page creation/design issues.

**Whittier:** We have responsibility for the entire web presence, but we have content responsibility for primarily top-level sites & pages

> ONLINE MAGAZINE?

**Azusa Pacific:** Yes.

**Biola:** Yes

**Cal Lutheran:** Provide content for CLU Magazine site

**Cal Poly Pomona:** PolyCentric – every day

**CSU San Bernardino:** Yes

**Chapman:** Yes

**La Verne:** Yes. Wordpress-based content management system. The goal is to add content three times per week.

**Redlands:** We use an interactive outsourced solution at present, but are talking about a full-version web-based online magazine.

**Whittier:** Currently no online version of our magazine

> ONLINE ALUMNI NEWSLETTER(S)

**Azusa Pacific:** NR

**Biola:** NR

**Cal Lutheran:** No

**Cal Poly Pomona:** Poly@lumni, monthly

**CSU San Bernardino:** Most alumni publications are handled through the alumni office, but we write a bi-weekly e-newsletter from the president that is sent to alumni (which make up most of the distribution list)

**Chapman:** No. Run by Alumni Office

**La Verne:** Sent monthly by Alumni Office.

**Redlands:** Maintained by Alumni Relations (eNewsletter is currently defunct)

**Whittier:** Run two monthly newsletters (external), and weekly internal newsletter (aggregate of news stories published on news site)

> ONLINE EXPERTS GUIDE

**Azusa Pacific:** Yes

**Biola:** Yes

**Cal Lutheran:** Yes
Cal Poly Pomona: Yes  
CSU San Bernardino: Yes  
Chapman: Yes, but currently being reconfigured; we will still maintain it.  
La Verne: In process.  
Redlands: PR maintains  
Whittier: Yes  

> SOCIAL MEDIA  
Azusa Pacific: We have a PR Twitter account primarily used to post news stories and communicate with media. In addition, UR colleagues also oversee a university Facebook page, Twitter account, Vimeo, YouTube account, iTunes U content, and Flickr account.  
Biola: Yes  
Cal Lutheran: We provide ideas and sources for possible content  
Cal Poly Pomona: Yes, Facebook and Twitter  
CSU San Bernardino: Yes  
Chapman: No – run by Strategic Marketing  
La Verne: Facebook pages maintained by Alumni Office. Three in our office tweet regularly.  
Redlands: Web Manager is also responsible for Social Media and Metrics/dashboard  
Whittier: Twitter, Facebook (multiple), Flickr, Blogs, YouTube, Google+  

> PODCASTS  
Azusa Pacific: NR  
Biola: NR  
Cal Lutheran: No  
Cal Poly Pomona: No  
CSU San Bernardino: No  
Chapman: Some  
La Verne: No, but we’re exploring the possibility.  
Redlands: Not currently supported, but we produce News videos and short features to support interactive communications.  
Whittier: No  

> BLOG  
Azusa Pacific: University Relations partners with campus colleagues to generate blog content. Further, there is a PR blog. However, staff transition has put this on the back burner.  
Biola: Yes  
Cal Lutheran: No  
Cal Poly Pomona: No  
CSU San Bernardino: Yes  
Chapman: News blog (“Chapman Happenings”) is ours; university has several other blogs run by various schools and departments.  
La Verne: VP of Advancement (of which we’re a part) does a fundraising blog. The Assistant to the Vice President for Donor Stewardship and Public Relations recently won a CASE award for her construction blog during renovation of campus auditorium.  
Redlands: School of Business hosts its own promotional style blog. http://www.redlandsschoolsofthought.com/ but we do not support this.  
Whittier: Yes
HOW MANY STAFF WORK ON THE ABOVE?

Azusa Pacific: Social Media for the university 4-5; PR presence is 1-2.
Biola: 4.
Cal Lutheran: All 8 full-time employees of University Relations and 2 part-timers contribute to the university’s web pages.
Cal Poly Pomona: 5
CSU San Bernardino: Most of my staff members contribute in one way or another to each of the areas in which we are involved.
Chapman: PR Editor handles the online magazine. PR Writer handles Happenings news blog. Director and PR Coordinator will handle Experts Guide when it is ready to launch.
La Verne: 5 in PR. 2 in Alumni Office.
Redlands: Web, 3; Interactive 2-4, depending on the project; PR, 2; Marketing, 1, Creative Services, 2.
Whittier: Primarily driven/executed by the directors mentioned above, with occasional student workers.

IF OVERALL RESPONSIBILITY FOR THE UNIVERSITY WEB SITE DOES NOT LIE WITH PUBLIC RELATIONS, WHERE DOES IT LIE?

Azusa Pacific: University Relations, overseen by the creative and Internet director and his team. Involves 6 regularly, plus draws upon the expertise of an additional 7 as needed.
Biola: We work with the web team, which is housed in the same department we’re in — University Communications & Marketing.
Cal Lutheran: Marketing. The Web Communications team, which is in the marketing division, has overall responsibility; Information Technology; Other.
Cal Poly Pomona: Content for the university home page lies in public affairs, infrastructure with IT. All other Pages, including college and division sites, are locally maintained. We also manage the campaign web site.
CSU San Bernardino: Information Technology
Chapman: Marketing, for content; Information Technology, handles the tech aspects of it; Other
La Verne: Web Services (a division of Marketing) and Information Technology.
Redlands: Marketing, Information Technology, Other.
Whittier: N/A

WHAT PRINT PUBLICATIONS DOES YOUR OFFICE PRODUCE?

Biola: My office doesn't produce the publications, but others in my department produce the publications below.

> University or Alumni magazine?

Azusa Pacific: University magazine, quarterly, 36 pages, 70,000
Biola: 24 pages. 4 issues per year. 55,000 per mailing.
Cal Lutheran: 40 pages, 3 issues per year, 25,000 copies
Cal Poly Pomona: PolyTrends magazine 32 pages, twice a year to 20k donors and friends; PANORAMA 8-page, 4-color tabloid 3 times a year to 100k plus alumni, donors and friends
CSU San Bernardino: Yes… we have ranged from 24-40 pages. We print one issue per year and publish four on-line versions. We print around 65,000 – most of which are mailed.
Chapman: Chapman Magazine – 48 pages – three issues per year plus one special philanthropy issue.
Other print publications? – 4 issues per year of Chapman Now, a newsletter that fills in between issues of Chapman Magazine. 4 to 5 issues per year of Neighbor to Neighbor, a newsletter for our surrounding neighborhoods. 4 issues per year of Chapman Pillars, a newsletter specifically aimed at our donors.
La Verne: Voice, University magazine, 24 plus cover, 1 issue/year, sent to 60,000
Redlands: Alumni magazine, 40 plus cover, 3 issues, about 50,000
Whittier: Print magazine, avg. 64 pages, two issues per year, @ 16,500 per issue.
Annual Report?
Azusa Pacific: Magazine’s winter issue functions as both traditional magazine and annual report.
Biola: No
Cal Lutheran: We do a one-page (front and back) President’s Letter.
Cal Poly Pomona: Yes, late fall
CSU San Bernardino: We do not do a regular annual report. It is handled through the development office, and we contribute in various areas (writing, editing, design).
Chapman: Does not issue one.
La Verne: Currently producing a form of an Annual Report, which is likely to evolve.
Redlands: Not yet!
Whittier: Yes, avg. 18 pages, once per year, @ 16,500

Cultural Events Calendar?
Azusa Pacific: Community calendar in fall and spring
Biola: NR
Cal Lutheran: Yes
Cal Poly Pomona: No
CSU San Bernardino: No
Chapman: No – published by our College of Performing Arts
La Verne: No
Redlands: No
Whittier: Not a print publication

Other print publications?
Azusa Pacific: We produce 3,500-4,000 print projects per year of varying magnitude and importance.
Biola: Four academic journals.
Cal Lutheran: Quick Facts
Cal Poly Pomona: Lots of campaign collateral material, special event publications
CSU San Bernardino: We write and design a variety of publications for departments around campus, from admissions and student recruitment, to the president’s office and many others.
Chapman: 4 issues per year of Chapman Now, a newsletter that fills in between issues of Chapman Magazine. 4 to 5 issues per year of Neighbor to Neighbor, a newsletter for our surrounding neighborhoods. 4 issues per year of Chapman Pillars, a newsletter specifically aimed at our donors.
La Verne: Create, design and print numerous collateral pieces (brochures, letters, event programs, post cards) for University Advancement. Have published Honor Roll of Donors sporadically in my 8 years here.
Redlands: Collateral and design support for many University departments, 100 – 150 per year
Whittier: Collaborate with other offices on development of fundraising/enrollment/other publications.

How Many of Your Staff Work on Print Publications?
Azusa Pacific: 10 regularly
Biola: My staff doesn’t work on the print publications. But five staff members from my department work on the print publications.
Cal Lutheran: 4 full-time employees on University Relations staff along with three part-timers
Cal Poly Pomona: 5
CSU San Bernardino: Three, with assistance from as many as four others.
Chapman: All four of us, plus a few freelancers for the big magazines.
La Verne: 4 (Director, two assistant directors and PR assistant). Photography is contracted through freelancers.
Redlands: 2
Whittier: Two directors noted above
ARE THE MAJORITY OF PRINT PUBLICATIONS DESIGNED IN-HOUSE OR OUTSOURCED?
Azusa Pacific: All in house
Biola: The alumni magazine is designed in-house.
Cal Lutheran: In-house, with the help of part-time designer and editors
Cal Poly Pomona: All in house
CSU San Bernardino: In house
Chapman: All are outsourced exceptNeighbor to Neighbor and Pillars.
La Verne: In house
Redlands: In house. Our team does not currently product Undergraduate Admissions materials.
Whittier: Outsourced

WHICH OF THESE AREAS DO YOU EXPECT TO BE THE MOST IMPORTANT FOR FURTHER DEVELOPMENT OVER THE NEXT THREE YEARS? NUMBER YOUR TOP THREE:

- Print publications
- Video
- Electronic communication
- Social media
- Web site

Azusa Pacific: 1. Web site; 2. Video; 3. (tie) Print Publications/Social Media/Electronic Communication. We think there is equal importance of value to the various channels.
Biola: 1. Video; 2. Social Media; 3. Web site
Cal Lutheran: 1. Social Media; 2. Web site; 3. Video
Cal Poly Pomona: 1. Video (note that we are currently producing weekly video messages from the President as well as special campaign videos); 2. Social Media; 3. Video and Social Media
CSU San Bernardino: 1. Social Media; 2. Web site; 3. Video
Chapman: Note: The Chapman PR office only handles the university’s publications and news dissemination. We don’t deal with video, social media or the website – those elements are under the aegis of our Strategic Marketing office. We think the print publications and news outreach are and will remain equally important focuses for our office. Because of the wide age range of alumni and donors, we believe the print publications will remain a top priority for some time to come. 1. Print publications and News media outreach; 2. Electronic communication (digital versions of publications). Video handled by our TV studio; Social Media and Website handled by our marketing department.
La Verne: 1. Electronic communication; 2. Video; 3. Print publications
Whittier: All of these are critical to develop — important to synch content in as many channels as possible, where possible.