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## THE QUESTIONNAIRE

### PRESS RELEASES

1. Approximately how many press releases, for all purposes, did the entire college issue in the past year?
2. How much did the college spend on outside press release services in the following years?
  - A. 2010-11
  - B. 2011-12
  - C. 2012-13 (anticipated)
3. How much did the college spend on outside press release services in the following years? Per full-time enrolled student.
  - A. 2010-11
  - B. 2011-12
  - C. 2012-13 (anticipated)
4. What are the major press/communications release services that the college uses to send out press releases and related public relations communications vehicles?
5. What percentage of the college's press release services budget is accounted for by services that send out email releases?
6. What percentage of the college's press release services budget is accounted for by services that send out hard copy/print releases?
7. How has the growth of online media affected the college's public relations strategy? How does the college divide staff time and spending between the pursuit of good publicity in traditional print media and the pursuit of good publicity in internet media?

### PURVIEW OF THE PUBLIC RELATIONS DEPARTMENT

8. Describe the purview of your public relations effort. Is your department responsible for all college public relations, or only for one particular facet of the college, such as undergraduate programs or the law school?
9. Does the college have at least one separate and distinct public relations department?
10. Does the college have a separate and distinct public relations budget?
11. What was the college's public relations budget for the following academic years?

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- A. 2010-11
  - B. 2011-12
  - C. 2012-13 (anticipated)
12. What was the college's public relations budget for the following academic? Per full-time enrolled student.
- A. 2010-11
  - B. 2011-12
  - C. 2012-13 (anticipated)
13. How much did the college spend on outside public relations firms, consultants, or other such services in the past year?
14. How much did the college spend on outside public relations firms, consultants, or other such services in the past year? Per full-time enrolled student.
15. Describe the internal organization of the college public relations effort. How many separate public relation staffs or individuals working alone in particular departments does the college have? For example, does the athletics department have its own PR staff? Or separate schools or programs, such as a distance learning program or medical school? Does alumni affairs have a separate PR staff? How much coordination is there among different PR venues?

### **VIDEO AND PHOTOGRAPHY PUBLIC RELATIONS STRATEGIES**

16. Comment on the role of video in the college's public relations strategy. Does the college post videos of college life to YouTube, Vimeo, or other video sites as a way of marketing the college? Does it have a repository of videos about the college and its history? How important is video and photography to the college's publicity efforts?
17. Does the college employ one or more professional videographers to film campus events or promotional videos?
18. What is the average yearly salary for a videographer at your college?
19. Is the college's viewbook available online as a PDF download or viewable video?
20. Does the college maintain one or more repositories or databases of video or podcasts/webcasts about the college that it can use for marketing and public relations purposes?
- A. Yes
  - B. No

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- C. No, but we are in the process of developing this

### **PUBLIC RELATIONS STAFF**

21. If the college has one major public relations department or staff, how many professionals (full-time equivalent) work in this one main department?
22. If the college has a public relations department other than the main public relations department—for example, for athletics, theater, technology marketing, or for schools that tend to operate somewhat separately such as law or medical schools—how many of these separate centers or departments are there?
23. If the college has a public relations department other than the main public relations department—for example, for athletics, theater, technology marketing, or for schools that tend to operate somewhat separately such as law or medical schools—what is the total number of employees (full-time equivalent) in all these separate departments?

### **ADMINISTRATION OF PUBLIC RELATIONS**

24. Does the college employ a public relations director or “czar” to oversee overall college public relations programs and policies?
25. Does the college employ a webmaster or administrator exclusively responsible for administering policy on college web content?
26. If the college does employ such a web administrator, does this web administrator also oversee the college’s social media pages and accounts?
27. Does the college employ a graphic artist to create layouts and designs for promotional materials?
28. What is the average yearly salary for a graphic artist at your college?
29. Does the college employ a staff writer/editor who generates content for and manages college publications?
30. What is the average yearly salary for a staff writer/editor at your college?

### **PUBLICATIONS**

31. How much did the college spend on the publication and distribution of campus magazines in the following academic years?
  - A. 2010-11
  - B. 2011-12

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- C. 2012-13 (anticipated)
32. How much did the college spend on the publication and distribution of campus magazines in the following academic years? Per full-time enrolled student.
- A. 2010-11  
B. 2011-12  
C. 2012-13 (anticipated)
33. Discuss the general trend in the use of campus magazines and other print publications for the college public relations effort. Has the college added to or subtracted from print publication? Decide to move some print publications online or to PDF? What is the trend?

### COLLEGE WEBSITE

34. How would you describe the role of the public relations department in overseeing and managing the college website? Would you say it is highly influential? Does it have a good deal of control over content management and presentation on the website? Does it influence or even control who has access to content creation for the website?
35. Does the college do any of the following on its website?
- A. Offer a virtual tour  
B. List recent or archived press clippings  
C. Post commercial or promotional videos  
D. Post links to social media

### PROMOTING RESEARCH

36. Does the department promote the use of college scholars as experts on PR sites such as Profnet and others?
37. Does the college offer an online faculty expert guide to members of the press and media?

### SOCIAL MEDIA

38. Does the college have a page or channel on any of the following social media sites?
- A. Bebo  
B. Facebook  
C. Google+  
D. YouTube  
E. Foursquare

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- F. Hi5
  - G. iTunes
  - H. MySpace
  - I. SlideSpace
  - J. Orkut
  - K. Twitter
  - L. Vimeo
  - M. Other (please specify)
39. If the college public relations department has a Twitter page, how often does it publish tweets or status updates?
- A. Multiple times a day
  - B. Every day or two
  - C. Weekly
  - D. Just on special occasions
40. How many man-hours per year do personnel in the college's public relations office devote to social media?
41. Does the college offer a mobile app for iPhone, Android, or other mobile devices enabling end users to keep abreast of news from the college?
42. Does the college monitor online videos, websites, or forums on or about specific aspects of the college or the college as a whole?
43. How does the college monitor social media? Does the college use an outside service to monitor the college's reputation on Facebook, Twitter, or in online forums or other social media sites? If so, which one do you use? Has the college used specialized software for this purpose or developed its own? How would you describe your effort?

### **MONITORING PRINT AND BROADCAST MEDIA**

44. Does your organization subscribe to one or more print or broadcast media clipping or monitoring services to monitor the organization's appearance in these channels?
45. If your organization does subscribe to one or more such monitoring services, how much did the organization spend (to the best of your knowledge) on these services in the past year?
46. If your organization does subscribe to one or more such monitoring services, how much did the organization spend (to the best of your knowledge) on these services in the past year? Per full-time enrolled student.

## **SURVEY PARTICIPANTS**

Azusa Pacific University  
Bakersfield College  
Cleveland Institute of Art  
Cochise College  
County College of Morris  
Crafton Hills College  
Delaware College of Art and Design  
Dominican University of California  
Drake University  
Fordham University  
Gadsden State Community College  
Gettysburg College  
Grace College  
Hostos Community College  
Hult International Business School  
Kirkwood Community College  
Lake Tahoe Community College  
Laurel University  
Louisiana State University, School of Veterinary Medicine  
Madison Area Technical College  
Manchester Community College  
McHenry County College  
Mercy College of Health Sciences  
Midstate College  
Muhlenberg College  
Northeastern University College of Business Administration  
Occidental College  
Prairie View A&M University  
Rappahannock Community College  
Simon Fraser University  
South Texas College  
Southern Vermont College  
Southern Wesleyan University  
Southwestern Assemblies of God University  
Stark State College  
SUNY Downstate Medical Center  
Thaddeus Stevens College of Technology  
U.S. Naval War College  
University of La Verne  
University of Missouri—St. Louis

## CHARACTERISTICS OF THE SAMPLE

Overall sample size: 41

### By Total Student Enrollment

Less than 1,000	10
1,000-4,999	16
5,000-9,999	6
10,000 or more	9

### By Public or Private Status of the College

Public	22
Private	19

### By Type of College

Community college	17
4-year college	11
MA-or PhD-granting college	7
Research university <sup>#</sup>	6

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<sup>#</sup> Includes small professional schools attached to research universities, which often spend excessively