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THE QUESTIONNAIRE

1. Please give us the following contact information:
 - A. Name:
 - B. Organization:
 - C. Work Title:
 - D. Country:
 - E. Email Address:
 - F. Phone Number
2. How many full time equivalent students does your college currently enroll?
3. Your college is?
 - A. Public
 - B. Private
4. Your institution's Carnegie class might best be described as:
 - A. Community College
 - B. 4 Year Degree Granting
 - C. MA or PHD Granting
 - D. Research University
5. What is the approximate annual tuition for your college before any deductions and not including room and board?
6. 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?

Press Releases

7. Approximately how many press releases did the entire college issue in the past year for all purposes?
8. How much did/will the college spend on outside press release services in the following years? Includes email and print distribution, database and list provision services, as well as editorial help, if applicable:
 - A. 2012-13
 - B. 2013-14

9. What are the major press/communications release services that the college uses to send out press releases and related public relations communications vehicles?
10. In percentage terms, what percent of the college's press release services budget is accounted for by services that send out targeted releases to email addresses and what percentage is accounted for by releases mailed to addresses?
 - A. Emailed releases
 - B. Print Releases
11. 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, on the one hand, and internet media, on the other?
12. Approximately how many interviews with print media, and television and radio, did the public relations office set up or facilitate in the past year with college faculty, administration or staff?
13. Does the college employ a service to track the college's appearance in the mainstream or internet media?
 - A. Yes
 - B. No

Purview of the Public Relations Department

14. Does the college have one or more separate and distinct public relations departments?
 - A. Yes
 - B. No
15. Does the college have a separate and distinct public relations budget?
 - A. Yes
 - B. No
16. How much was the college public relations budget in the following academic years?
 - A. 2012-13
 - B. 2013-14
17. How much did the college spend on outside public relations firms, consultants or

services in the past year?

18. Describe the internal organization of the college public relations effort. How many separate public relations 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 PR Strategies

19. 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?
20. Does the college employ one or more professional videographer(s) to film campus events or promotional videos?
- A. Yes
 - B. No
21. Is the college's viewbook available online as a pdf download or viewable video?
- A. Yes
 - B. No
22. 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
 - C. No but we are in the process of developing this.
23. How does the college track how it appears on YouTube, on Facebook and other important internet media such as Vimeo, Twitter and Google Plus?

Public Relations Staff

24. If the college has one major public relations department or staffs, how many professionals (fte equivalent) work in this one main department?
25. If the college has public relations departments other than the main public relations

departments, 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 department would you say there are and what is their total level of employment, fte?

- A. Number of departments or PR staffs
- B. total number of employees

Administration of Public Relations

26. Does the college employ a public relations director or "czar" to oversee overall college public relations programs and policies?

- A. Yes
- B. No

27. Does the college employ a webmaster or administrator(s) exclusively responsible for administering policy on college web content?

- A. Yes
- B. No

28. Does the web administrator also oversee the college's social media pages and accounts?

- A. Yes
- B. No

29. What is the average yearly salary for a videographer at your college?

Publications

30. How much did/will the college spend on the publication and distribution of campus magazines in the following years?

- A. 2012-13
- B. 2013-14

College Website

31. 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?

Promoting Research Findings

32. Does the department promote the use of college scholars as experts on PR sites such as Profnet or others?

- A. Yes
- B. No

33. A major scholar at your institution has just received a new patent for an important new drug in the management of diabetes. How would you typically go about promoting this development? What would be the most important first steps?

34. Does the college offer an online faculty expert guide to members of the press and media?

- A. Yes
- B. No

Interfacing with Management on the College's Reputation

35. Describe how you statistically track and present the college's public relations presence in the world. Do you keep statistics on appearance in print media? Television? Radio? In blogs? On YouTube? How do you categorize and present this data to the highest management circles of your institution?

36. Describe some of the best moves you have made in presenting the college's public relations efforts to key stakeholders in your college such as the President's Office, the Board of Directors and other key stakeholders.

Social Media

37. Does the college have pages or channels on any of the following social media or video/file sharing sites?

- A. Pinterest
 - i. Yes
 - ii. No
- B. Facebook
 - i. Yes
 - ii. No
- C. Google+
 - i. Yes

- ii. No
- D. YouTube
 - i. Yes
 - ii. No
- E. Foursquare
 - i. Yes
 - ii. No
- F. Instagram
 - i. Yes
 - ii. No
- G. iTunes
 - i. Yes
 - ii. No
- H. MySpace
 - i. Yes
 - ii. No
- I. SlideSpace
 - i. Yes
 - ii. No
- J. Flickr
 - i. Yes
 - ii. No
- K. Twitter
 - i. Yes
 - ii. No
- L. Vimeo
 - i. Yes
 - ii. No
- M. Other (please specify)
 - i. Yes
 - ii. No

38. If the college public relations department has a Twitter site, 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

39. How many man hours per year do personnel in the college 's public relations office devote to social media?

Note that one person spending all of their work time on one topic would typically spend about 1850 hours on that topic.

40. Does the college offer a mobile app(s) for iPhone, android, or other mobile devices

enabling end users to keep abreast of news from the college?

- A. Yes
- B. No

41. Does the college monitor online videos, websites, or forums on or about specific aspects of the college or the college as a whole?

- A. Yes
- B. No

42. How does the college monitor social media? Does the college use an outside service to monitor the college 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?

SURVEY PARTICIPANTS

Anna Maria College
Appalachian State University
Bucks County Community College
Camden County College
Cameron University
College of Southern Idaho
Eastern Mennonite University
Eureka College
Fielding Graduate University
Franciscan University of Steubenville
Humber College
Irvine Valley College
John Wood Community College
Midlands Tech
North Idaho College
Ohio University
Oklahoma City University
Plymouth State University
SUNY Delhi
UMKC
University of Iowa
University of Montevallo
University of Toronto Rotman School
Victor Valley Community College District
Volunteer State Community College
Wilson College