

Office of the Chancellor

320 Signers' Hall, P.O. Box 757500, Fairbanks, Alaska 99707-5000

MEMORANDUM

Date: November 10, 2014
Revised: December 1, 2014

To: Joan Braddock, Director, UA Press
Suzanne Bishop, Development Officer, Library
Beth Hammock, External Consultant
Amy Hartley, Major Gift Officer, UAF Development
Lynne Snifka, Assistant Professor, Journalism
Michelle Renfrew, Director, UAF Marketing & Communications
Bill Schnabel, Director, WERC, INE

From: Brian Rogers, Chancellor

Re: Public Information, Marketing and Communications Special Program Review
Revised to include Joan Braddock and Bill Schnabel as chairs

Background

At UAF, public information, event planning, marketing and communications occur in both centralized and decentralized fashion. The university has a central Marketing and Communications (M&C) building awareness of UAF and enhancing UAF's reputation through integrated marketing and communications strategies. Core functions of the department are:

- x Public relations: researching, planning, implementing and evaluation of large-scale PR activities, program and campaigns
- x Marketing: conceptualization, design and placement of image campaigns and out-of-state targeted to prospective students and parents, alumni, supporters, funding agencies, policy makers and community members
- x Media relations: liaisons and spokespersons for local, national and international media, pitching and generating stories, news writing, and editing, liaison for 25 unit public information officers

just “marketing and events,” to encompass all central and unit communications and public

- x Consider costs associated with communications activities ~~and AF~~
 - o Have M&C and/or units reduced spending in this area to address FY 15 budget cuts?
 - o Does current communication spending seem to correlate with the communication

The Office of Management and Budget and Planning, Analysis and Institutional Research will assist the Committee in identifying sources of data that might be useful in its work. Sylvan Robb, (474-6199, ssrobb@alaska.edu) will serve as the OMB/PAIR point of contact for the Marketing and Communications and Public Information review committee. Kari Burrell, UAF's Executive Officer, (474-7498, kari.burrell@alaska.edu) is also available to the Committee as a resource in thinking