

## Office of the Chancellor

320 Signers' Hall, P.O. Box 757500, Fairbanks, Alaska 99775-

### 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~~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](mailto: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](mailto:kari.burrell@alaska.edu)) is also available to the Committee as a resource in thinking about goals and approach.

Thank you for agreeing to serve on the Public Information, Marketing and Communications Special Program Review Committee. Your work on this Committee will assist UAF leadership in setting near term priorities in this dynamic environment.

CC: Susan Henrichs, Provost  
Mike Sfraga, Vice Chancellor for University and Student Advancement  
Mark Myers, Vice Chancellor for Research  
Kari Burrell, Executive Officer  
Sylvan Robb, Senior Program Analyst

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