1. Support Services Report Template

Report Info
- Name of the person completing this report: Barry Zepel
- Title of the person completing this report: Media Relations Officer
- Supervisor/dean reviewing report: Don Scoble
- Service: Media Relations
- Division/College: University Advancement

3. Mandated Service

Link to Scoring Rubric

1.1 Please indicate below if any aspect of the service is legally mandated by any of the following and provide the relevant reference.

Provide a brief explanation, if necessary, in < 60 words.

Media relations works in providing information and news of the institutional programs, students, administration, accomplishments, values, and importance of Cal State East Bay to the communities it serves.

4. Importance of Service

Briefly describe the service in terms of its primary function(s) and purpose(s) using <120 words

Writing of news releases, feature article, blog articles, and other special documents that help promote the institution, while informing the public and the communities served by the institution. Media relations also represents the institution in fielding questions and making sure those questions get answered by the authorities and related experts with the knowledge needed to answer questions and inquiries. Media relations also posts articles on the institution’s Web site as well as on those Web sites of media outlets and in print or over broadcast airwaves of media outlets.

Link to Scoring Rubric

2.1 Who are the primary receivers of this service? (Please enter the percentage of each user group that is relevant)

- Students: 15%
- Faculty: 15%
- Administrators/staff: 5%
- Colleges/Departments: 10%
- Academic Senate and/or committees: 5%
- Alumni: 10%
- Community outside University: 40%
- Total: 100%

Link to Scoring Rubric

2.2 Please indicate the direct or indirect impact of the service on students for each of the three University Action/Student Impact Areas listed below (for example processing financial aid applications would be direct impact on students while managing utility services would be indirect).

<table>
<thead>
<tr>
<th>Direct Impact on</th>
<th>Indirect Impact on</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>Students</td>
</tr>
<tr>
<td>----------</td>
<td>----------</td>
</tr>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td>✔</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>✔</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>✔</td>
</tr>
</tbody>
</table>

Provide a brief narrative (<60 words each) explaining your selection for each area.

<table>
<thead>
<tr>
<th>Evidence submitted to support the chosen selection (&lt;60 words for each)</th>
</tr>
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</tbody>
</table>

Link to Scoring Rubric

2.3 Applying the four choices presented below, please indicate the consequence of NOT having this service on each of the actions in the left hand column.

<table>
<thead>
<tr>
<th>4 - Service provides evidence of direct impact in more than one area</th>
<th>3 - Service provides evidence of direct impact in one area</th>
<th>2 - Service provides evidence of indirect impact in more than one area</th>
<th>1 - Service provides evidence of indirect impact in one area</th>
</tr>
</thead>
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Provide a brief narrative (<60 words each) explaining your choice.

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Link to Scoring Rubric
### 2.4 Alignment with Shared Strategic Commitments

How does this service contribute to or align with any of the eight Shared Strategic Commitments (SSC) listed below?

<table>
<thead>
<tr>
<th>Reinforce academic quality through open-minded inquiry, innovative teaching, engaged learning, and distinguished scholarship</th>
<th>Media Relations informs current students and others in the campus community about special programs and services to enhance these ideals.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance our inclusive campus, responding to the backgrounds and interests of our diverse community and promoting their academic, professional and personal development</td>
<td>Media Relations informs current students and others in the campus community about special programs and services to enhance these ideals.</td>
</tr>
<tr>
<td>Serve students first, by expanding access and enhancing each student's educational experience and prospects for success as a graduate and lifelong learner</td>
<td>Media Relations informs current students and others in the campus community about special programs and services to enhance these ideals.</td>
</tr>
<tr>
<td>Foster a vibrant community through enriched student services and student life that support student engagement and learning</td>
<td>Media Relations informs current students and others in the campus community about special programs and services to enhance these ideals.</td>
</tr>
<tr>
<td>Contribute to a sustainable planet through our academic programs, university operations, and individual behavior</td>
<td>Media Relations informs current students and others in the campus community about special programs and services to enhance these ideals.</td>
</tr>
<tr>
<td>Continuously improve our efficiency, transparency, and accountability while practicing mutual respect, responsiveness, and collaboration across the University</td>
<td>Media Relations informs current students and others in the campus community about special programs and services to enhance these ideals.</td>
</tr>
<tr>
<td>Support the civic, cultural, and economic life of all communities in the regions we serve through partnerships that promote education and social responsibility</td>
<td>Media Relations informs current students and others in the campus community about special programs and services to enhance these ideals.</td>
</tr>
<tr>
<td>Demonstrate our continuing record of leadership and innovation in higher education, focused on 21st century skills, including science, technology, engineering, and mathematics (STEM)</td>
<td>Media Relations informs current students and others in the campus community about special programs and services to enhance these ideals.</td>
</tr>
</tbody>
</table>

### 2.5 How might the demand for this service change over the next five years? (Please choose one category below).

**Likely to increase**

Provide a rationale for your choice (assumptions, impact of new policy, etc.) in <120 words.

Along with conventional media platforms (newspapers, broadcast outlets, Web media outlets), new social media platforms are being created each year, while bloggers and other social media participants are growing in numbers each day. The number of inquiries via all traditional and social media platforms are increased as participants take on a journalist's approach to working and spreading information.

### 5. Quality of Service

**3.1 Do you assess the quality of the service you provide?**

Yes

If “Yes”, what benchmarks, best practices or measures of success, either internal or external, do you use to measure service
**quality** (e.g., timeliness, accuracy, adequacy, meeting deadlines, satisfactory completion of assignment, etc.)? Please describe in <120 words. If no, please explain.

I measure based on comments from those constituents I strive to reach, by the goals I've set for professional communications for myself during the past 35 years, by how many deadlines predetermined by my supervisor and the dates of the events and programs I publicize, and by evaluations I receive annually from my supervisor(s).

**Link to Scoring Rubric**

3.2 During the last three years, have you adopted any measures to improve the quality of this service? Please describe in <120 words.

Yes. I have worked with colleagues to develop and measure the number of “hits” for getting media coverage for a particular story distributed or where/when the story was used (published or broadcast) by a media outlet.

**Link to Scoring Rubric**

3.3 What idea(s) do you have for improving the quality of this service within existing resources (e.g. development of benchmarks, surveys, feedback, etc.)? Please describe your plan(s) in <120 words.

It has been difficult to improve the quality of the Media Relations service where resources have been dramatically cut in recent times. However, the office will be looking at how to best seek media attention by creating and widely sharing/promoting a ‘subject matter expert’ list of individuals at CSUEB with the media in order to heighten their attention on faculty and staff whose knowledge, expertise, and research qualify them as resources for news outlets, interviews, etc. Also, we will actively look for opportunities to showcase stories of trial and triumph by our students through local, regional, and national outlets.

**Link to Scoring Rubric**

3.4 What ideas do you have for improving the quality of the service if additional resources were provided. Please describe your idea(s) in <120 words.

Media Relations services provided by me would be enhanced if I didn’t also have to handle technical aspects of searching for and posting news clips on the CMS (Web site) and posting them on the Daily Digest. These technical duties could be handled by a competent admin assistant and allow me 2-3 more hours daily for writing and contacting media outlets about positive stories related to CSUEB. Adding a dedicated (possibly junior) writer to the team -- tasked with routinely contacting colleges/departments for the purpose of ferreting out potential news subjects, ranging from student achievements to noteworthy faculty research -- would significantly enhance the quality/quantity of stories pitched to the news media.

**Link to Scoring Rubric**

3.5 Do you use any formal or informal process to assess the level of satisfaction of the service users?

Yes

If yes, describe the process and most recent results in <120 words. If no, please explain.

I talk with my constituents in the news media on a regular basis to ask them if they got the story, is it helpful to them as they select stories and subjects on which to report. I record their feedback on issues of information provided and the quality of the writing and the subject matter. Results have been positive regarding the overall quality of the information provided and additional access to other information sources connected through Media Relations.

**Link to Scoring Rubric**

3.6 The university recently conducted a customer satisfaction survey for some services (results for this service are attached, if applicable). Do you have any comment or response to the results? Please describe in <120 words.

N/A
3.7 Do you have any formal or informal guidelines for personnel in your department regarding how to treat/interact with receivers of this service?

Yes

If yes, please describe in <120 words. If no, please explain.

Continue to provide quality service and response in an efficient format and in a timely fashion.

3.8 Does your service have annual goals (targets) of achievement regarding the quality of the service provided?

Yes

If yes, describe the annual quality goals (targets) and indicate if the service achieved those goals (targets). Please provide evidence, if possible, in <120 words. If no, please explain.

To continue to reach more regional and national media outlets in both print and broadcast media, increasing the numbers over the previous year's numbers. The goals have been exceeded and numbers increased year-over-year during the past four years.

3.9 Does your service have annual goals (targets) of achievement regarding the quantity of service provided?

Yes

If yes, describe the annual quantity goals (targets) and indicate if the service achieved those goals (targets). Please provide evidence, if possible, in <120 words. If no, please explain.

The goals are for number of placements, and they have increased in both print and broadcast media, increasing over the previous year's numbers.

6. Efficiency of Service (cost effectiveness)

4.1 Using the spreadsheet provided for all employees in your department, please distribute salaries of individuals across all services provided to reach an educated or reasonable estimate of the cost of providing the service.

100751

Attach your allocated spreadsheet here.

4.2 Using the spreadsheet provided, please distribute your department’s annual operating expenses across all services provided to reach an educated or reasonable estimate of the cost of providing the service.

4935

4.3 Using the spreadsheet provided, please distribute the square footage of work space across all services provided to reach
an educated or reasonable estimate of the use of this resource.

128

Attach your allocated spreadsheet here.

Link to Scoring Rubric

4.4 During the last three years, have you adopted any measures to improve the efficiency (cost effectiveness) of providing this service (e.g. reducing salary costs, operating expenses or use of space, or increased output without increasing cost. Etc.)?

Yes

If yes, please describe the measures in <120 words. If this is a new service introduced over the past three years, please indicate. If no, please explain.

- Increased output without increasing cost and by "pushing" news stories through multiple communications channel including social media platforms. But resources have been reduced by people leaving the department.

Link to Scoring Rubric

4.5 What idea(s) do you have for improving the efficiency (cost effectiveness) of this service within existing resources (e.g. restructuring, merging, outsourcing, ways to cut costs, technology, etc.)? Please describe those ideas in <120 words.

- Resources are now "bare-bones". Additional resources are needed to make Media Relations services more efficient.

Link to Scoring Rubric

4.6 What idea(s) do you have for improving the efficiency (cost effectiveness) of the service if additional resources were provided. Please describe your idea(s) in <120 words.

- Media Relations services provided by me would be enhanced if I didn’t also have to daily handle the technical aspects of researching for news clips and posting them on the CMS (Web site) and posting them on the Daily Digest. The technical duties for posting on the CMS could be handled by a competent admin assistant and allow me up to 2-3 hours more time per day for writing and contacting various media outlets about positive stories related to Cal State East Bay.

Link to Scoring Rubric

4.7 Do you have any plan(s) to improve the efficiency (cost effectiveness) of this service in the next 1-2 years (e.g. reducing costs, increasing productivity, etc.)?

Yes

If yes, please specify whether these plan(s) involve reducing salary costs, operating expenses and/or use of space. Please describe your plan(s) in <120 words. If no, please explain.

- By becoming more proficient in utilizing the latest social media platforms for pitching stories to more and more media outlets and reporters/editors.

Link to Scoring Rubric

4.8 Please describe the estimated output for this service for fiscal year 2011-12, quantify if possible (e.g. volume, service tickets resolved, people serviced, appointments, etc.) in <120 words.

For FY 2012-13, University Communications had a 23% increase in conventional media hits (2760 to 3398), 11% increase in CSUEB faculty mentions in the media (1788 to 1981), 2% increase in story pitches to the media (6596 to 6723), and 39% increase
in media engagements (10,840 to 15,102).

7. Other

5.1 Are you aware of services similar to this one that are being provided by another department at CSU East Bay?

No

If yes, please provide a list of those departments. How are the services described here similar or different? Please describe in < 60 words.

N/A

5.2 Is there anything unique or distinctive about your service? Please describe what is unique or distinctive in <120 words.

University Communications is the only department authorized to represent Cal State East Bay with the news media -- print, broadcast, and Web outlets.

5.3 Are there any additional things about this service that you would like the task group to know? Please describe/explain in <250 words.

Media Relations is proactive -- and immediately reactive for inquiries -- in providing positive stories to the news media, which provides an effective conduit for connecting with the university's constituencies.