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## Listserv Summary: Communications Staff in International Affairs Offices

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### May 2015

An inquiry was made to the listserv with an informal survey regarding communications at international affairs offices. Members were asked about whether they have a dedicated communications/marketing staff member(s), details about this position, and benefits of a communications employee or team.

### Summary of Responses

There were 22 respondents to this inquiry.

#### **13 of 22 respondents (59%) reported that they had a communications staff member.**

- 11 of these 13 respondents have one marketing staff member
- 2 of these 13 respondents have two or more marketing staff members
- 6 of these 13 respondents have had communications staff for three years or less
- Titles/Positions of these staff members included:
  - Directors/Assistant Directors (6)
  - Specialists (2)
  - Assistants/Associates (2)
  - Coordinators (2)
  - Head of Global Relations and Marketing (1)

#### **9 of 22 respondents (41%) reported that they did not have a communications staff member in their office.**

- 1 out of these 9 respondents plan to hire a marketing staff member
- 8 out of these 9 respondents do not plan to hire a communications staff member
  - 7 out of these 8 reported that they do not have a budget for such a position
  - 1 out of these 8 reported that they want to fill other roles, such as advisor, first

#### **Reported benefits of communications staff members included:**

##### *Processes*

- Streamlined systems and processes for information distribution and exchange that yields greater visibility and presence
- Increase in promotions for international education on campus that was not previously there

### ***Output/Recognition/Public Trust***

- Greater variety of marketing channels (web, video, print, social media) and more comprehensive marketing campaigns
- Increased quality of communications that are more strategic and multimodal and help connect with more potential students
- Messages are consistent across campus
- Communicator serves as a liaison between colleagues working on global projects, events, and stories (improved visibility and collaboration)
- Builds a better sense of unity and a common purpose