

2022 Member Survey Recap

**Who we are, what we produce, and
where we are going**

Gail McCormick

Penn State Eberly College of Science

gail.mccormick.10@gmail.com

The 2022 survey

- ▶ Aug & Sept 2022 (a few stragglers in October)
- ▶ 53 responses

- ▶ Three main topic areas:
 - ▶ Who we are
 - ▶ Our Teams and Content
 - ▶ Magazines (to complement 2017 survey*)

*See members area of URMA website for 2017 survey results, which focused heavily on magazines.

Who are we?

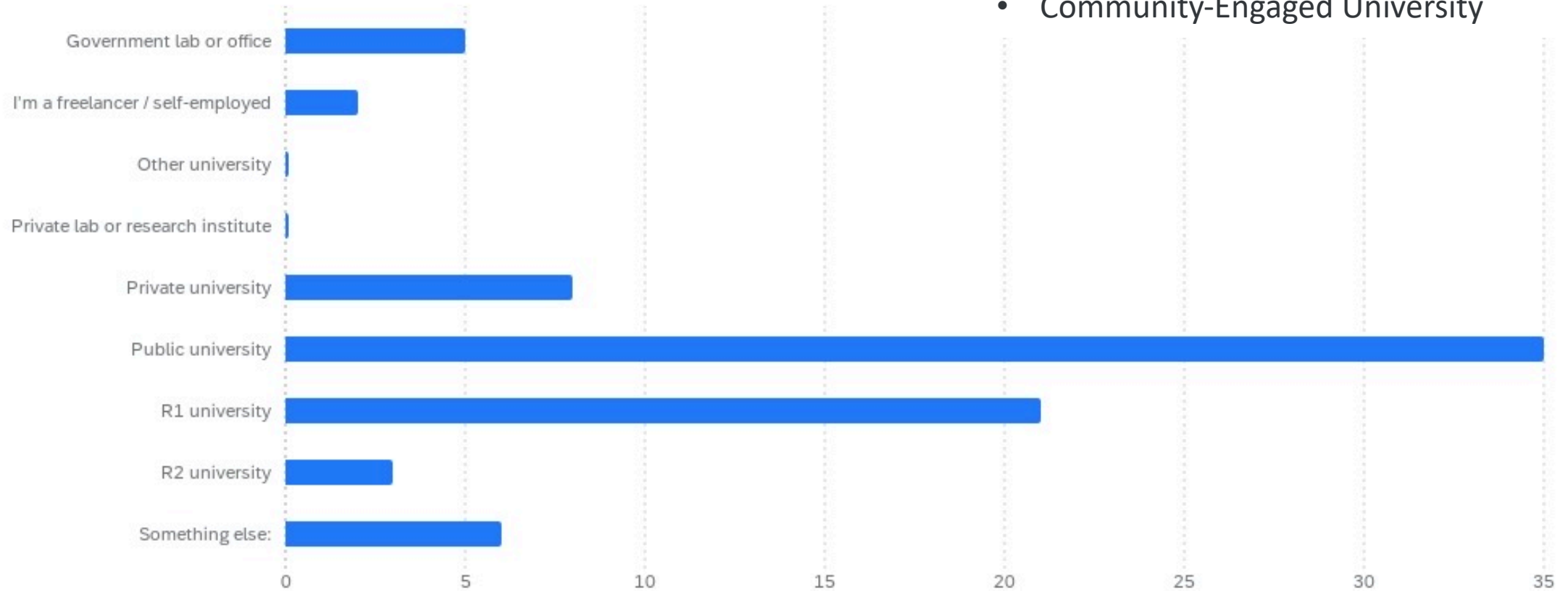
- ▶ More than 220 members from 8 countries and >126 institutions
- ▶ United States members from 41 states

Australia, Canada,
China, Ghana, India,
Norway, UK, USA

Alabama	2	Louisiana	7	Ohio	3
Alaska	0	Maine	1	Oklahoma	1
Arizona	4	Maryland	5	Oregon	4
Arkansas	2	Massachusetts	3	Pennsylvania	19
California	10	Michigan	8	Rhode Island	4
Colorado	2	Minnesota	1	South Carolina	4
Connecticut	1	Mississippi	0	South Dakota	0
Delaware	4	Missouri	0	Tennessee	10
Florida	22	Montana	0	Texas	9
Georgia	10	Nebraska	1	Utah	1
Hawaii	1	Nevada	2	Vermont	1
Idaho	3	New Hampshire	1	Virginia	9
Illinois	3	New Jersey	2	Washington	3
Indiana	0	New York	18	West Virginia	1
Iowa	1	New Mexico	0	Wisconsin	3
Kansas	3	North Carolina	11	Wyoming	0
Kentucky	2	North Dakota	0		

Who are we?

What kind of institution do/did you work for? Select all that apply. 53 ⓘ

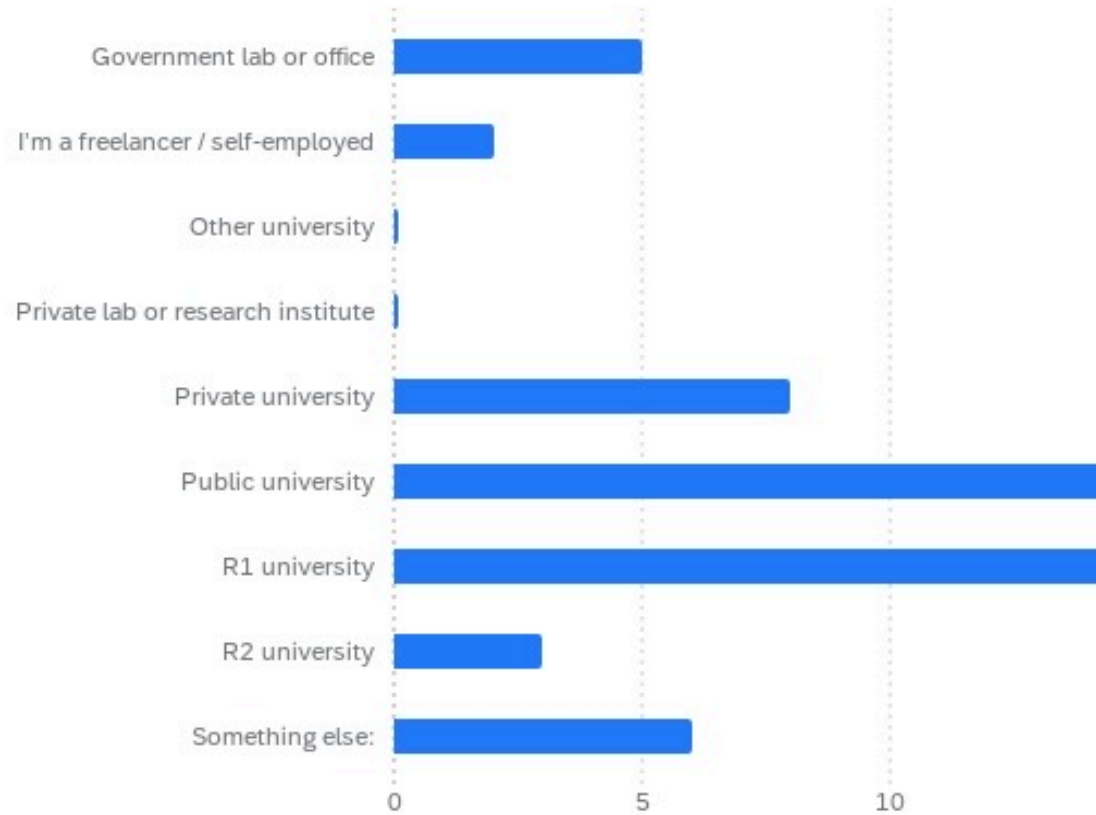


Something else:

- Medical school
- Freestanding pediatric academic medical center affiliated with a private university
- State university-based research hospital
- Non-profit academic research institution
- Community-Engaged University

Who are we?

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- Medical school
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2020 Carnegie Community Engagement Classification Recipients Announced

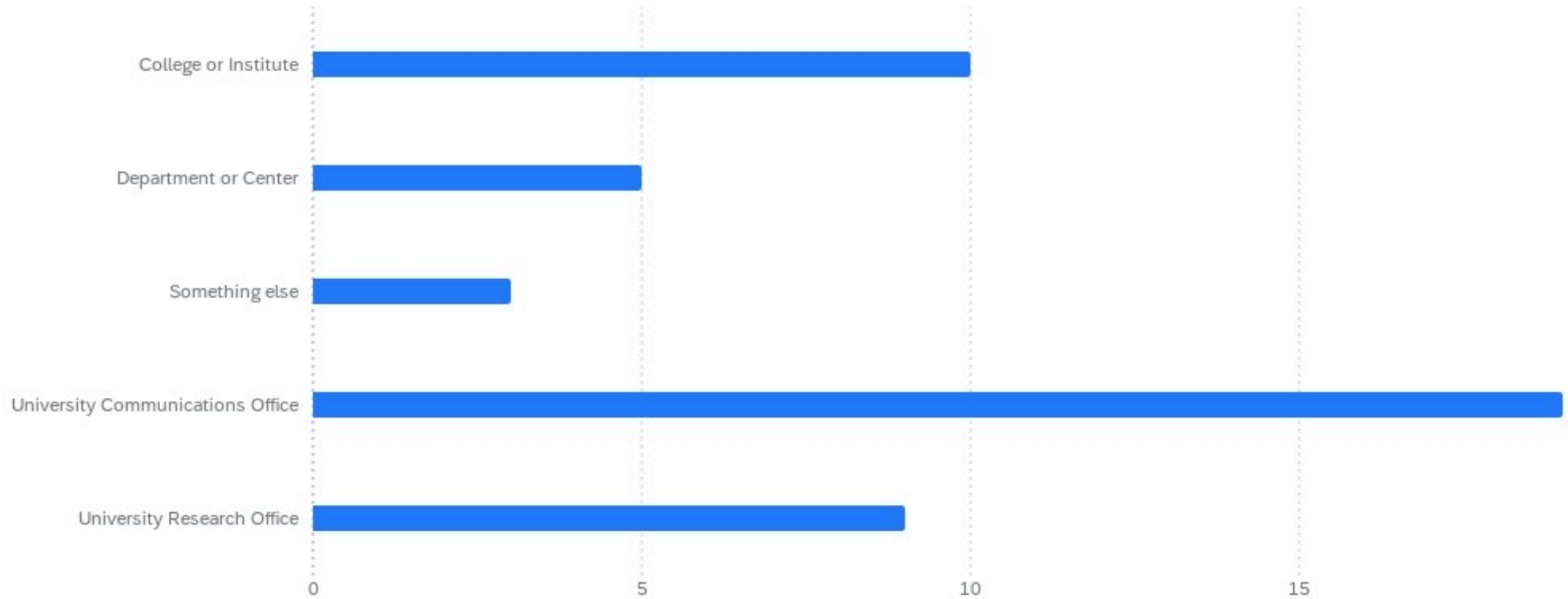
FEBRUARY 4, 2020

“The institutions that we are recognizing today are doing extraordinary work in addressing their societal responsibilities in and through community engagement and service. In doing so, they bring scholarship, knowledge, and expertise to bear in the address of real challenges in our communal lives,” said Paul LeMahieu, senior vice president at the Carnegie Foundation for the Advancement of Teaching. “They inspire us, even as they instruct us how to be our best selves in service to our communities. These

APLU blog

Who are we?

What level or area of the university do you work for? 46 ⓘ



Something else:

- Medical school
- Joint report to communications and research offices
- Development office (formerly with communications, academic affairs offices)

Individual graphs follow

Who are we?

How would you describe yourself? Select all that apply.

I identify as...

Woman	47
Man	6
Genderqueer / Gender non-conforming / Nonbinary	1

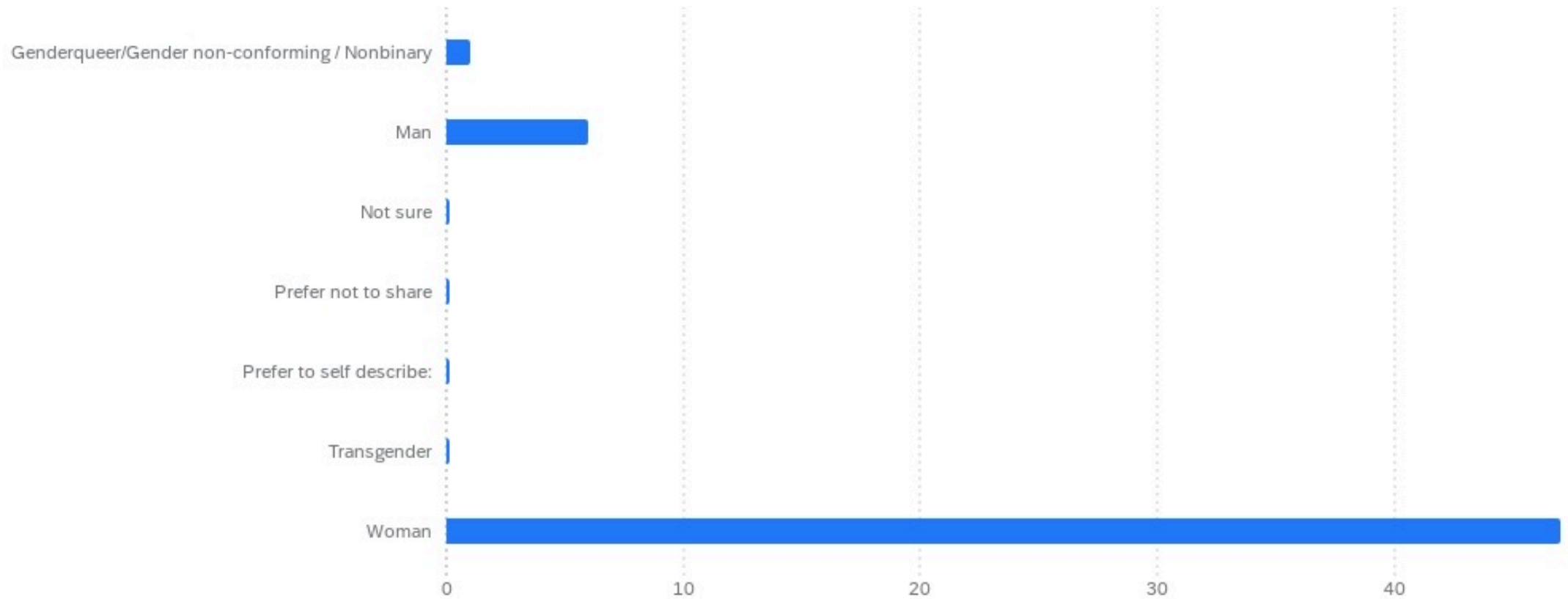
Heterosexual	43
Bisexual	3
Gay / Lesbian	2
Queer	2
Asexual	2

White	51
African American/Black	2
East Asian	2

Having a mental health disorder	7
Having an invisible physical disability	6
Neuroatypical	2
None of these apply to me	37

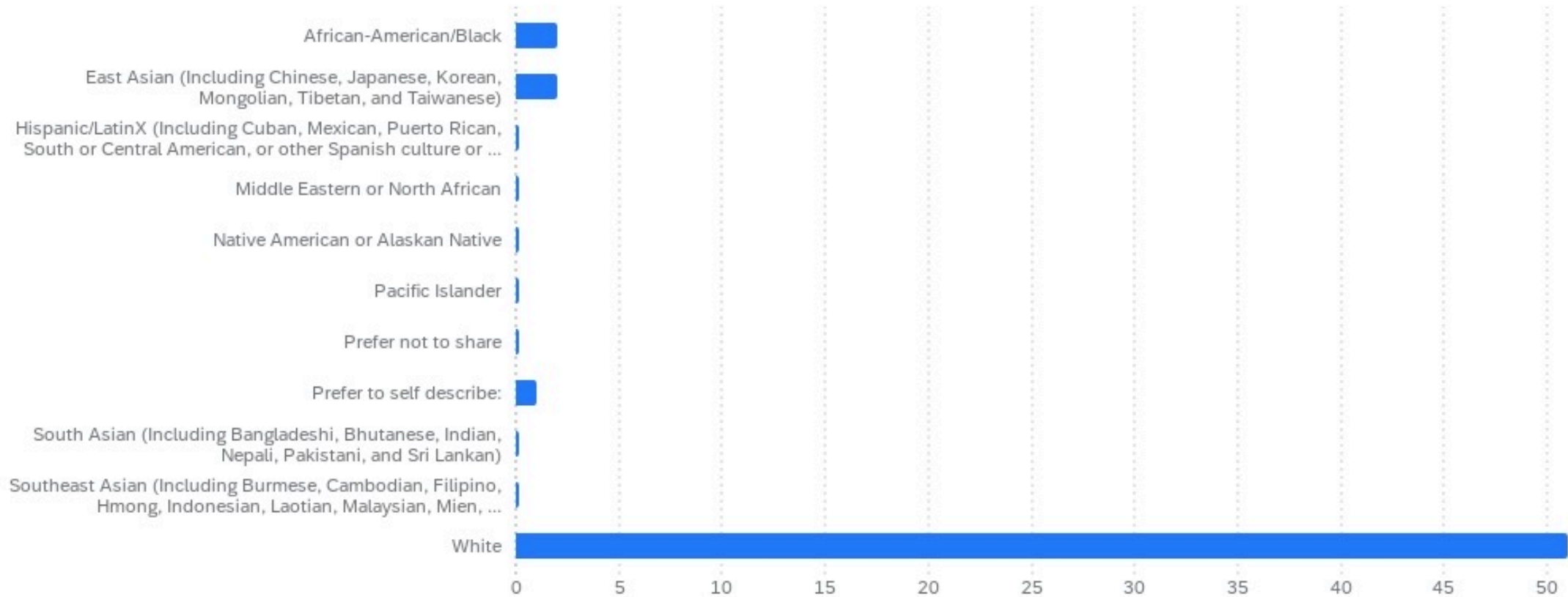
Who are we?

How do you identify? Select all that apply. 53 ⓘ



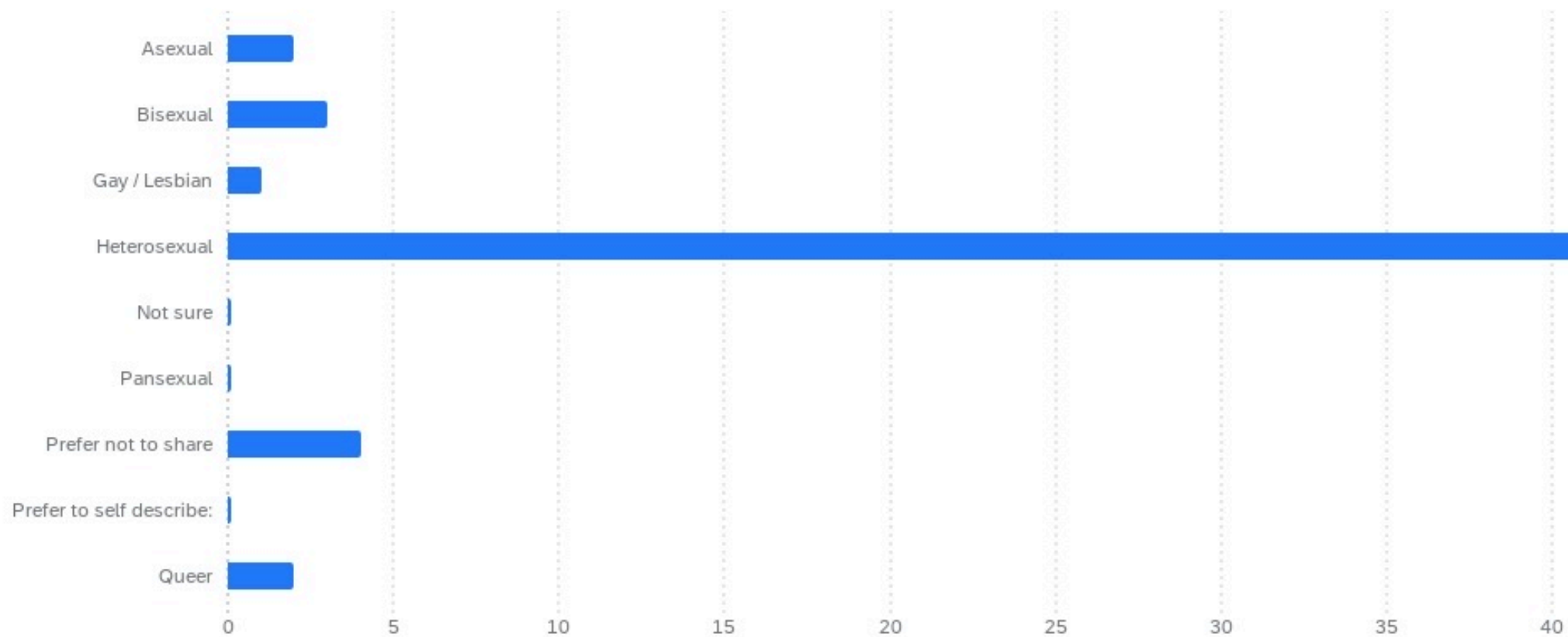
Who are we?

How would you describe yourself? Select all that apply. 53 ⓘ



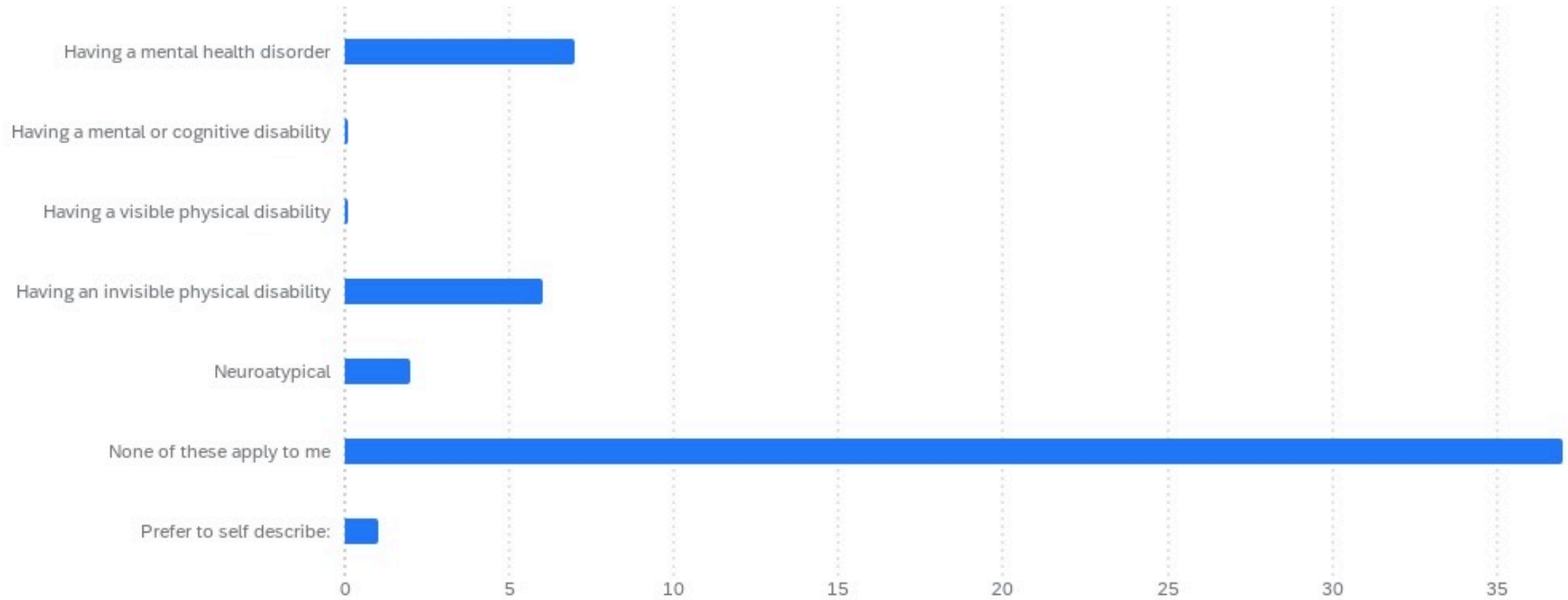
Who are we?

What is your sexual orientation? Select all that apply. 53 ⓘ



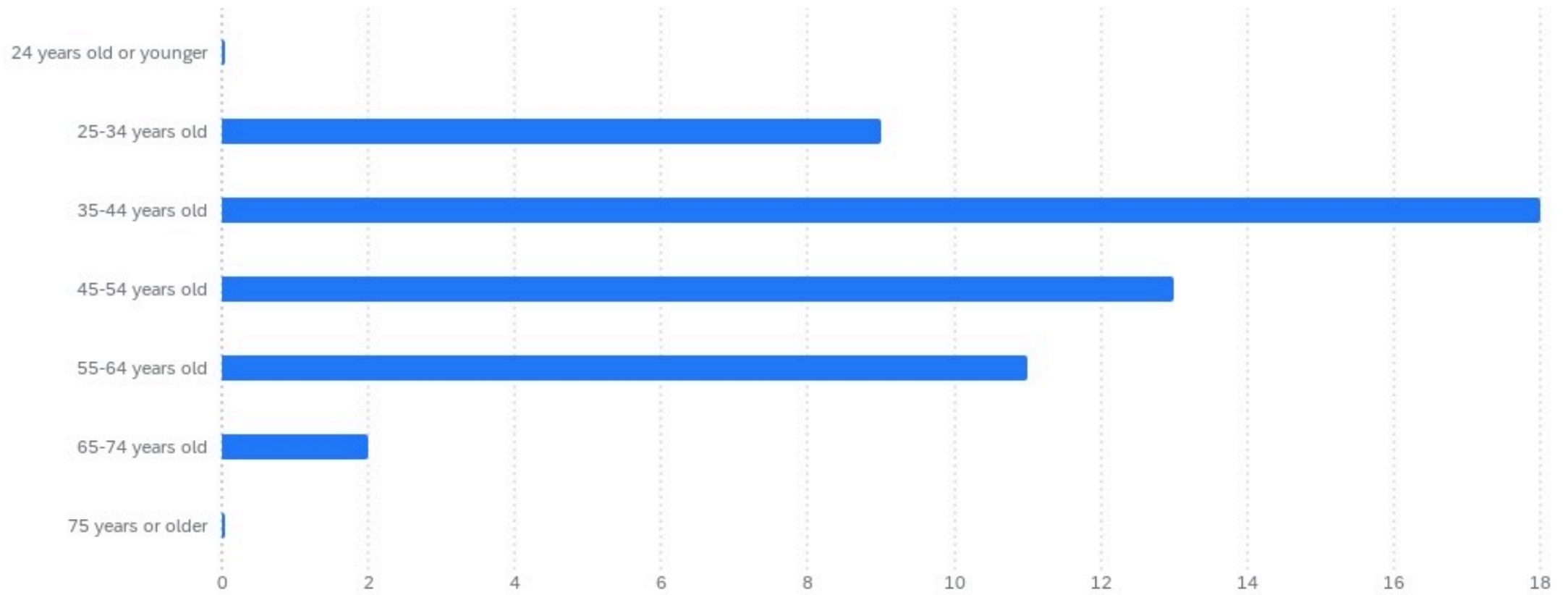
Who are we?

Ability - I identify as... 52 ⓘ



Who are we?

What is your age? 53 ⓘ



Who are we?

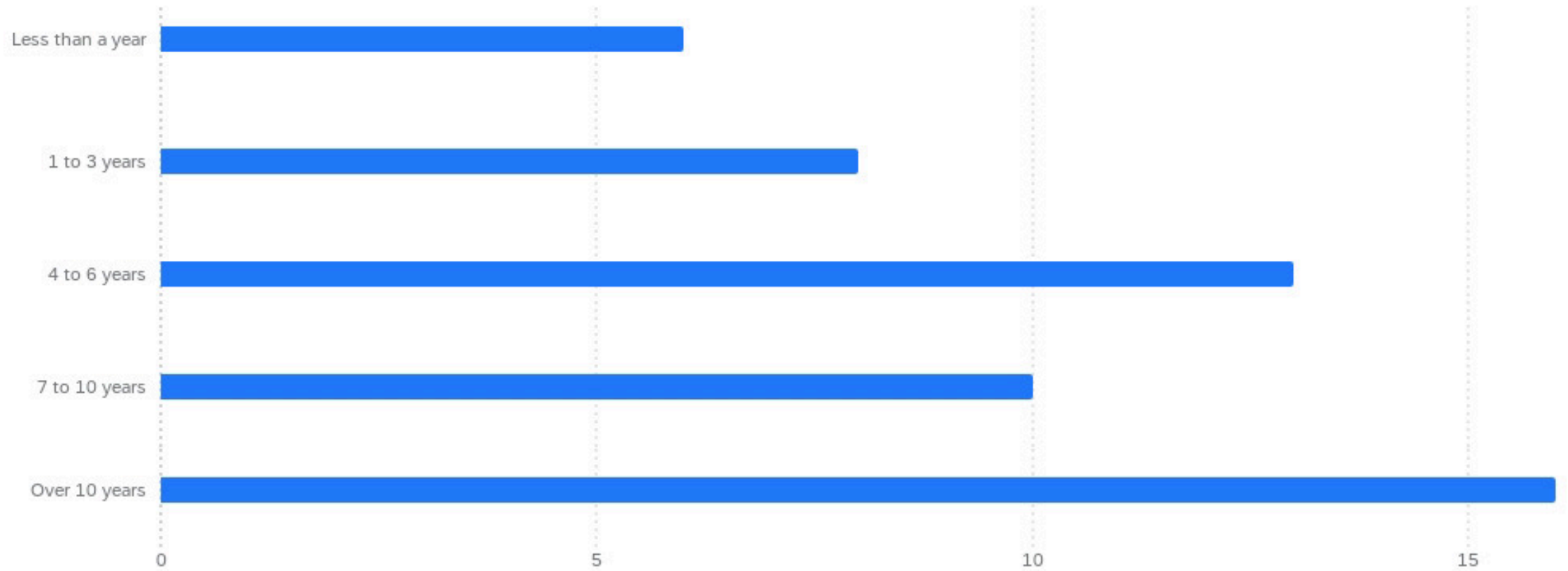
- Arts & Sciences; English nonfiction writing/editing
- Arts & Sciences/English - Nonfiction Writing and Editing
- English, Technical Communications
- English, library science, technical communication
- English, Professional Writing
- Writing, Nonfiction
- English
- Social science
- Liberal arts
- Literature and art history
- Higher educational leadership
- Film
- Film and TV
- History
- Science Writing

In what area is your education or formal training? Select all that apply



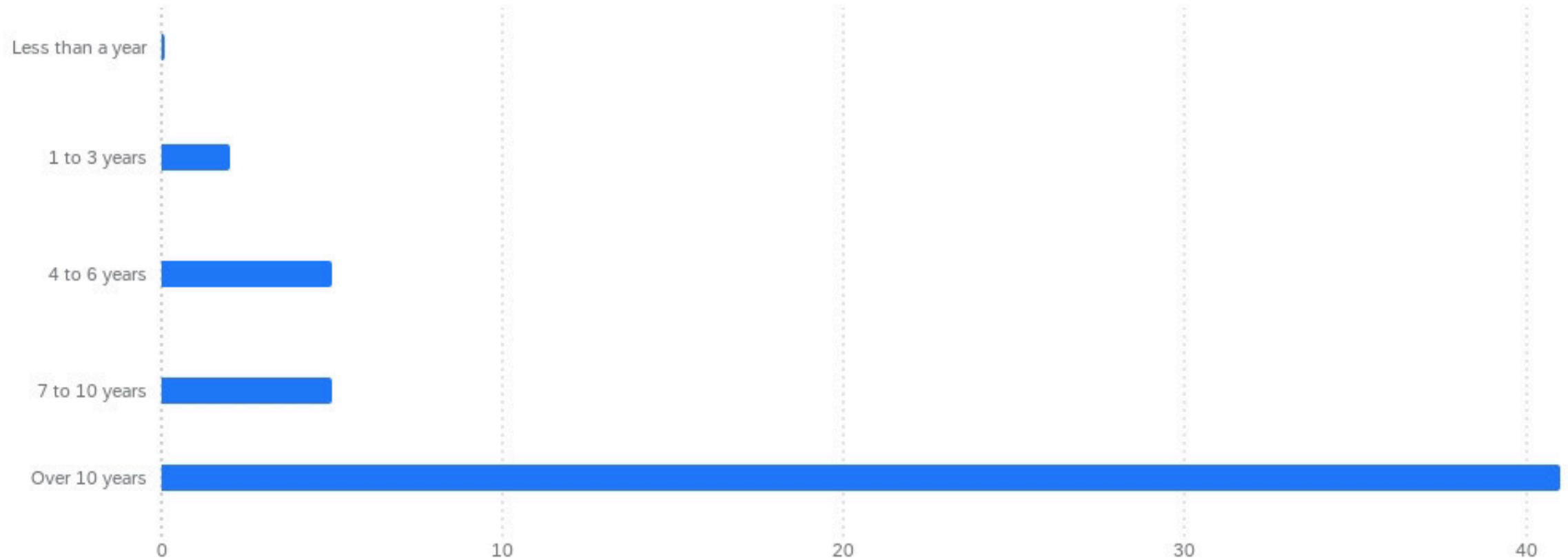
Who are we?

How long have you worked at your institution in your current area of work? 53 ⓘ



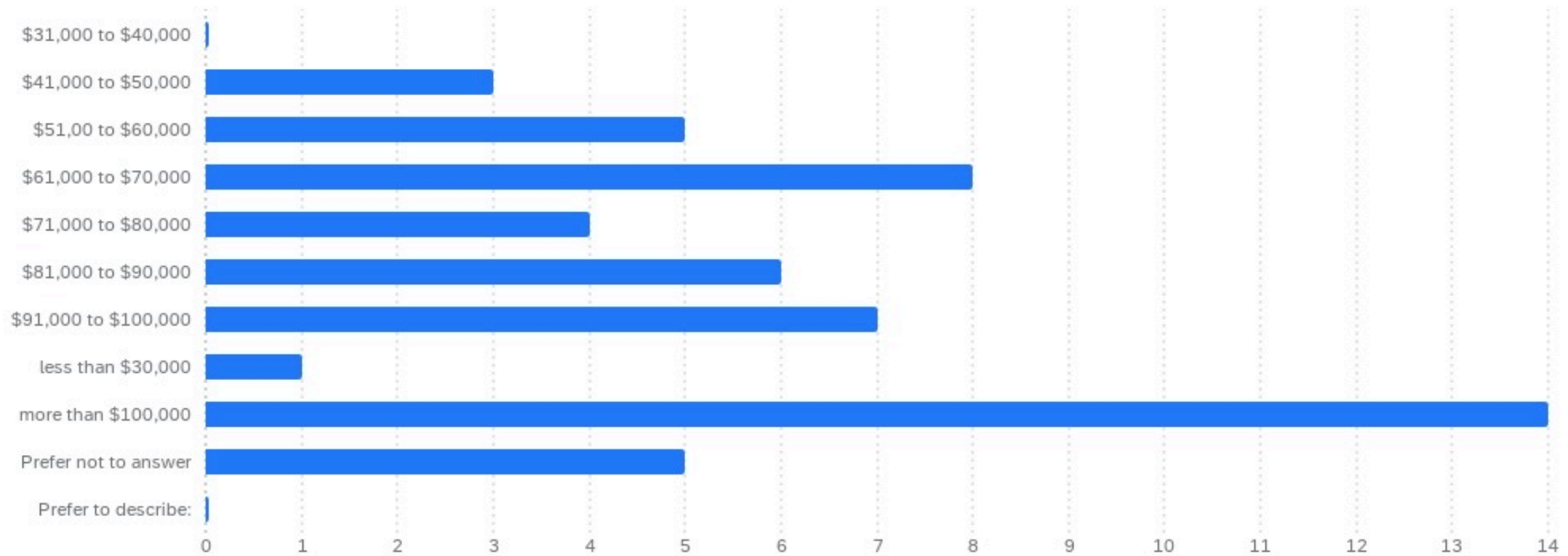
Who are we?

How long have you worked in communications? 53 ⓘ



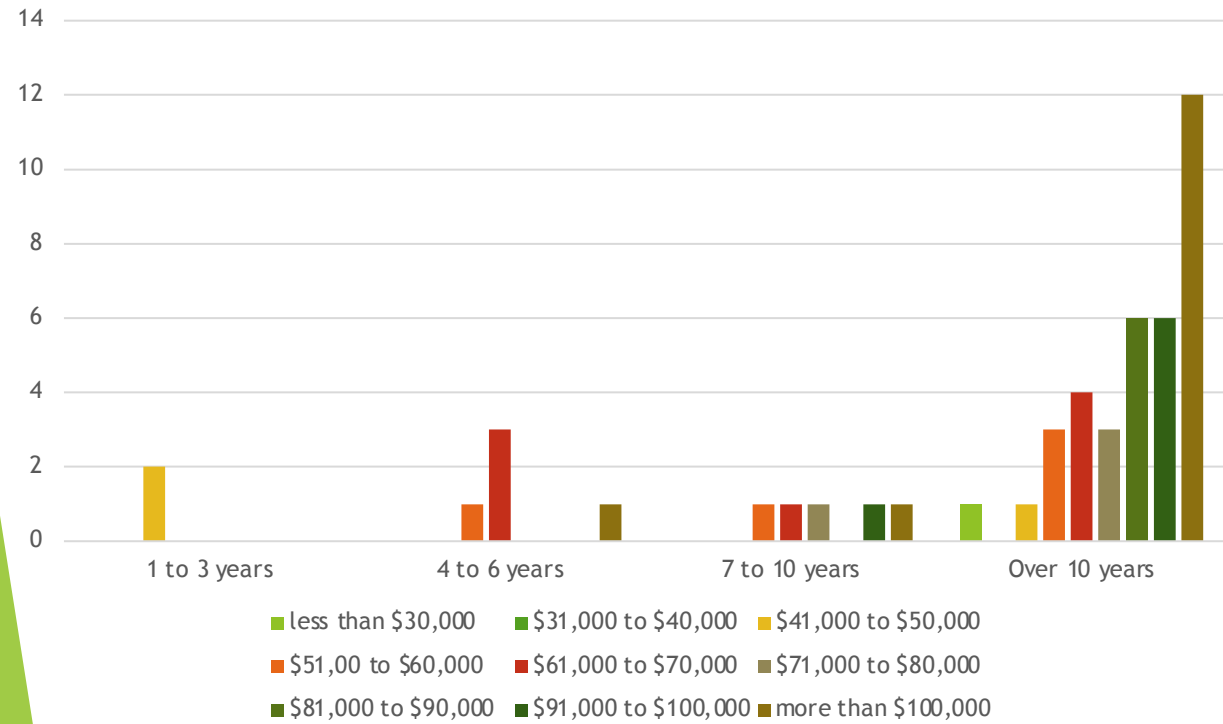
Salaries...

What is your annual pre-tax salary? (We will only present these data in aggregate, never connected with your individual response or institution.) 53 ⓘ

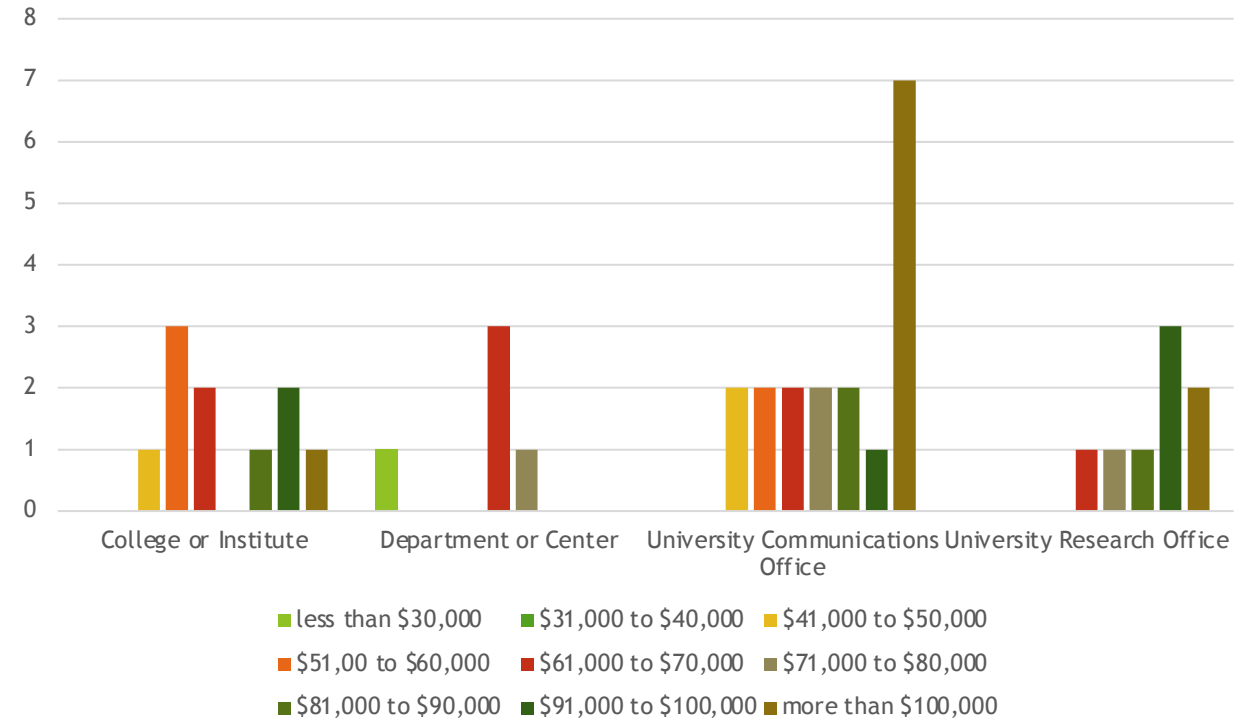


Salaries...

Salary vs. how long in communications



Salary vs area in institution

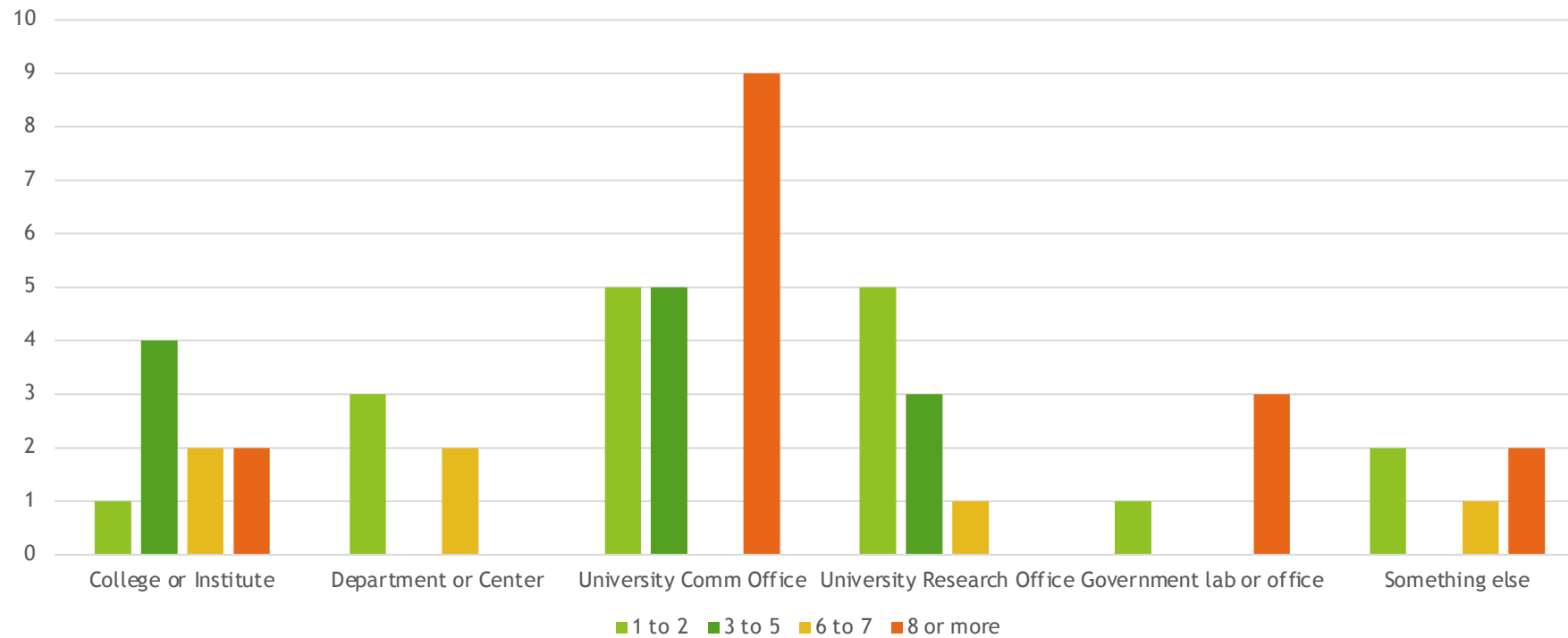


Our teams, content, distribution, and goals

What do we make and what do we do with it?

Our Teams

How many full-time employees are on your team when it's fully staffed?



Freelance Budget?

Does your office have a freelance budget for writing, photography, multimedia etc? If so, please share the budget, and if it is separate for the magazine.

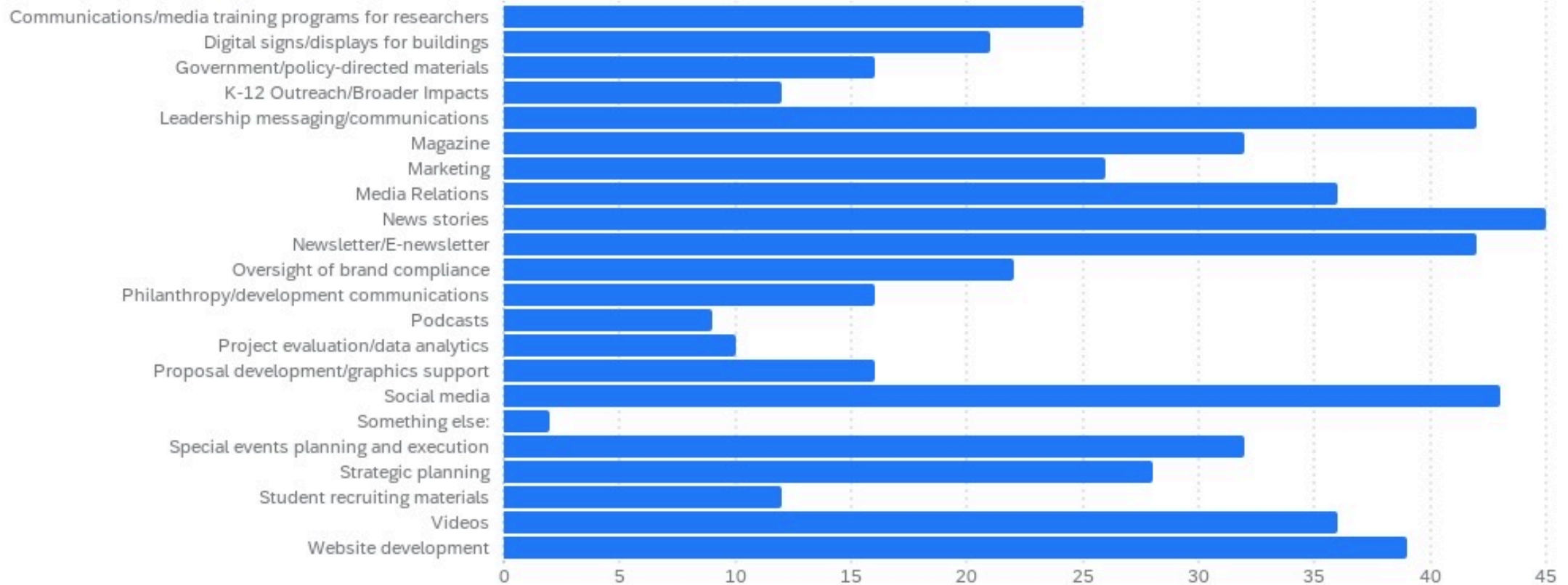
- ▶ No – 9
- ▶ Yes, no number given – 11
 - ▶ small
 - ▶ for videos with no set budget
 - ▶ 3-5 video projects per year, no set budget
 - ▶ “yes sort of” separate from magazine
 - ▶ Yes, but haven’t used it
 - ▶ Getting one in 2023!
 - ▶ For photography
- ▶ Yes, number given:
 - ▶ \$15K
 - ▶ \$5K and they’d like more
 - ▶ \$20K
 - ▶ For research magazine \$5K, for smaller college magazine \$500-\$1000, for alumni magazine \$10K
 - ▶ \$1,500 per month outside of magazine budget
 - ▶ Usually only for magazine. But \$2,400 on research newsletter illustrations twice a year
 - ▶ \$7K for writing/photography for magazine and non-magazine photography
 - ▶ Only for magazine stories, about \$1,000 each (\$1/word)

Note: 2017 survey had more data about magazine-specific freelance budgets.

Our Teams & Our Content

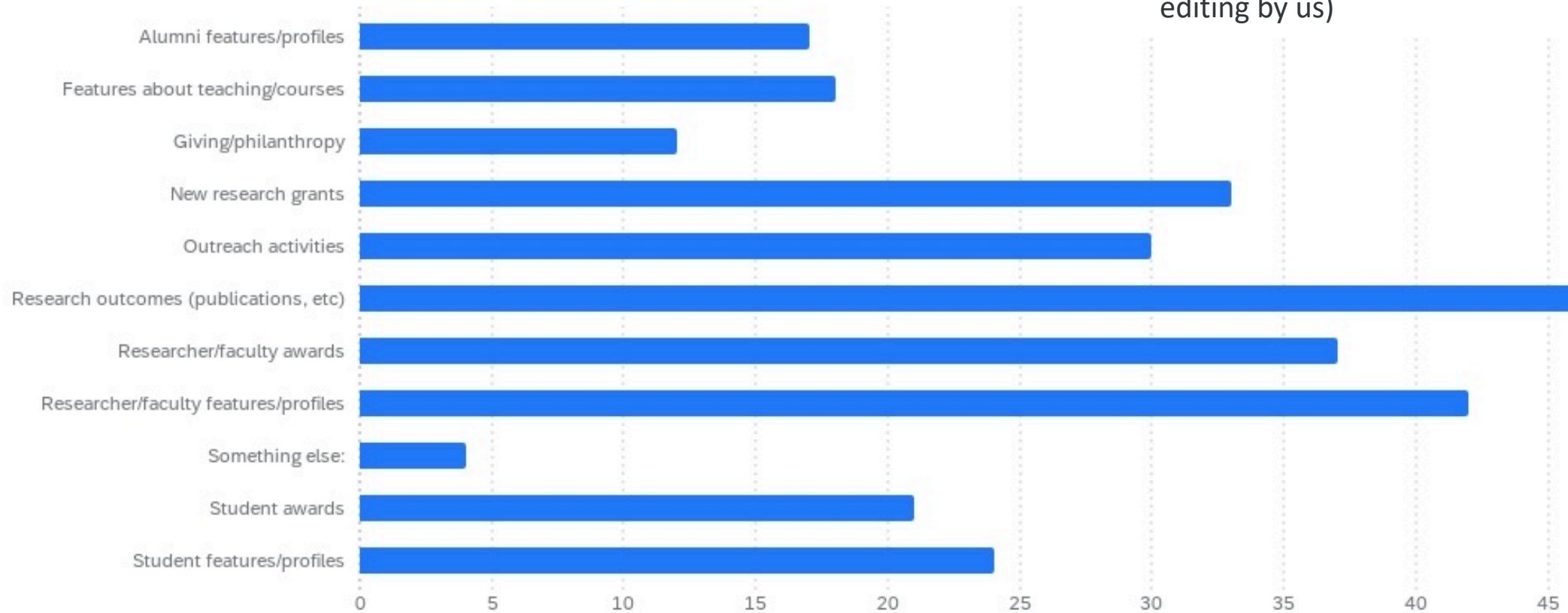
- Something else:
- photography
 - graphic design

What types of work does your team produce? Select all that apply. 50 ⓘ



Our Teams & Our Content

What kinds of stories does your office typically cover? Select all that apply. 48 ⓘ

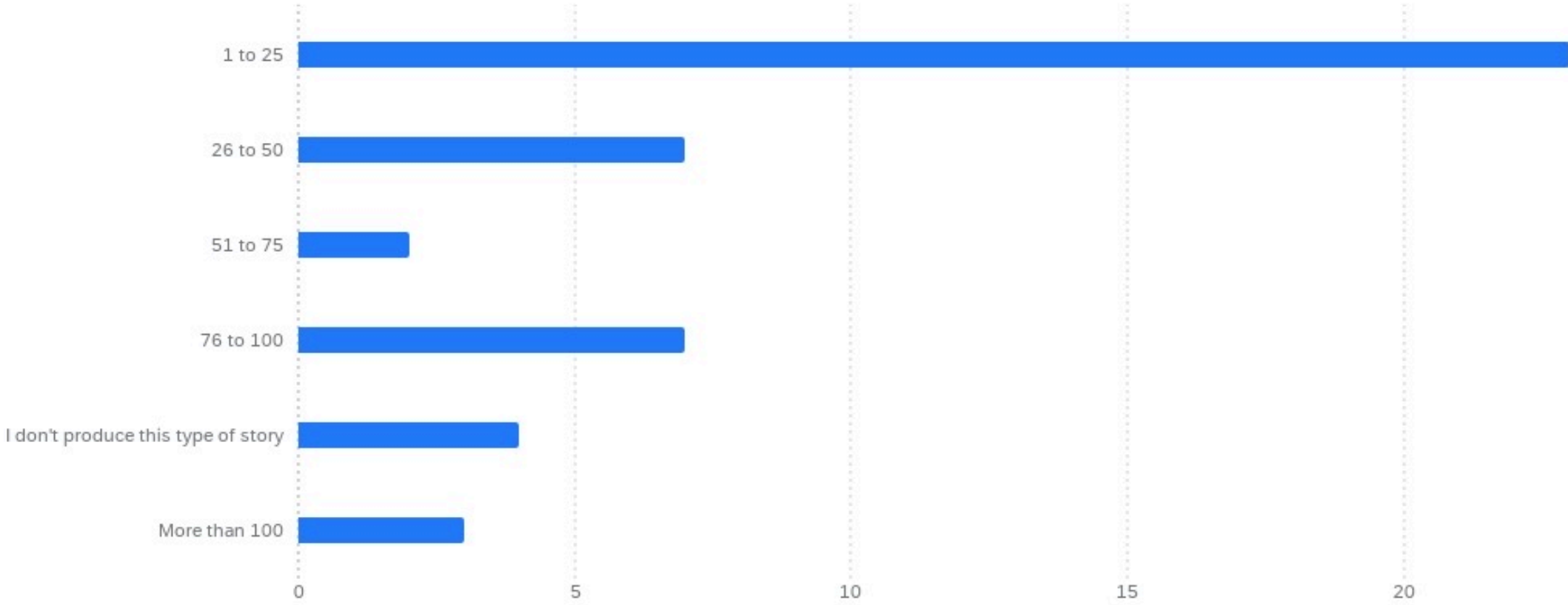


Something else:

- internal communications
- Patient and donor profiles
- overviews of areas of research of special interest to university leadership
- Faculty/student "research in progress" blogs (written by them, editorial direction and editing by us)

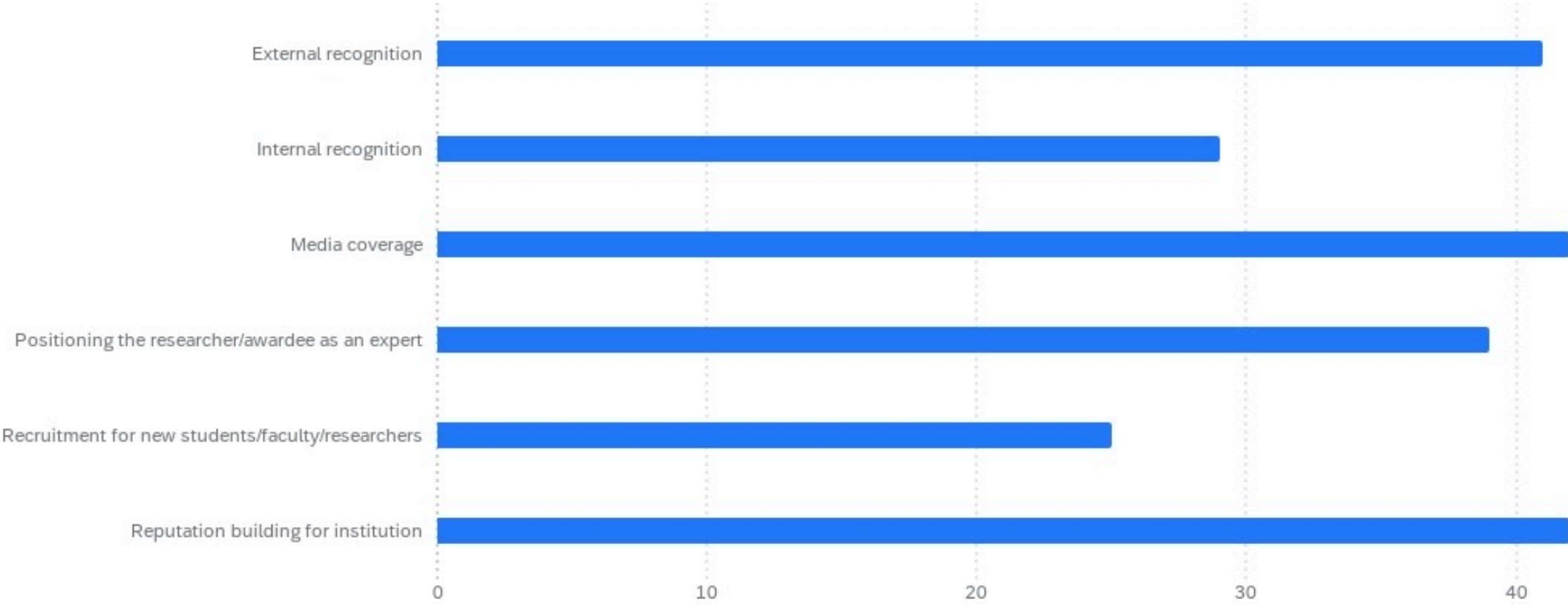
Research Press Releases

About how many research press releases does your office produce each year? 46 ⓘ



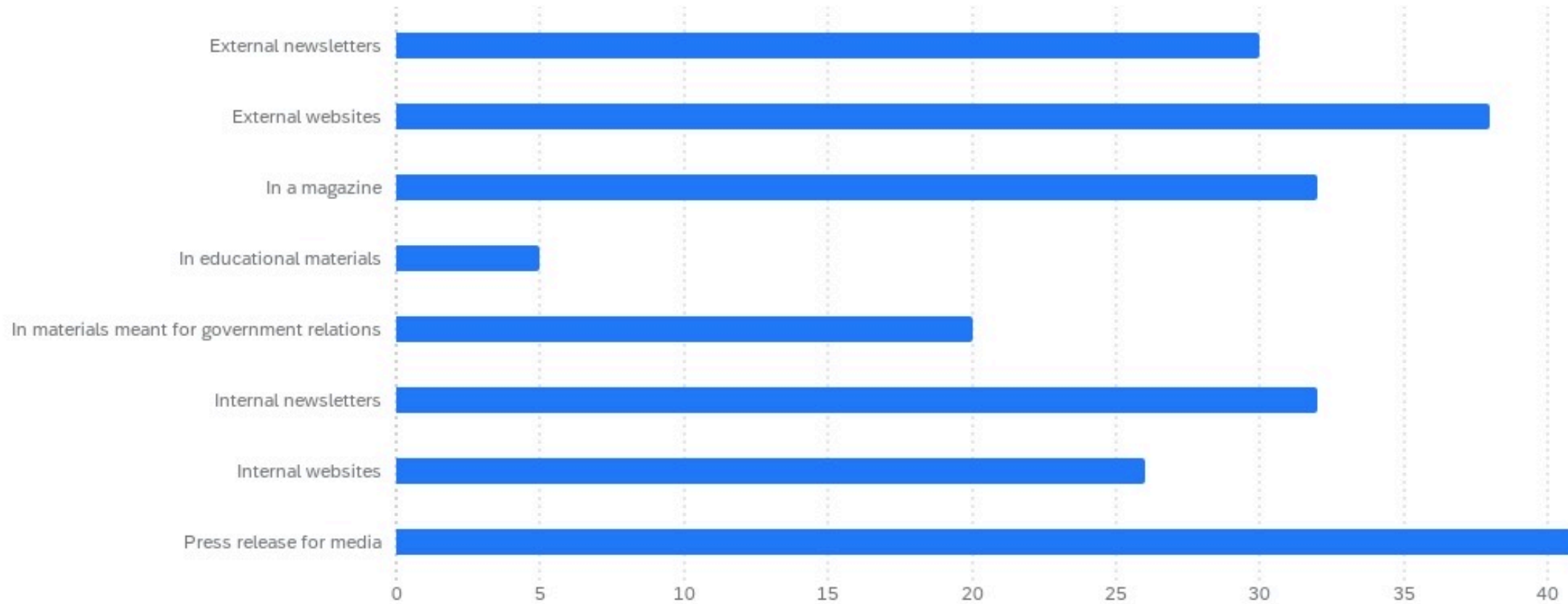
Research Press Release - Goals

What are your goals for producing the following types of stories? Select all that apply.: Research press release 43 ⓘ



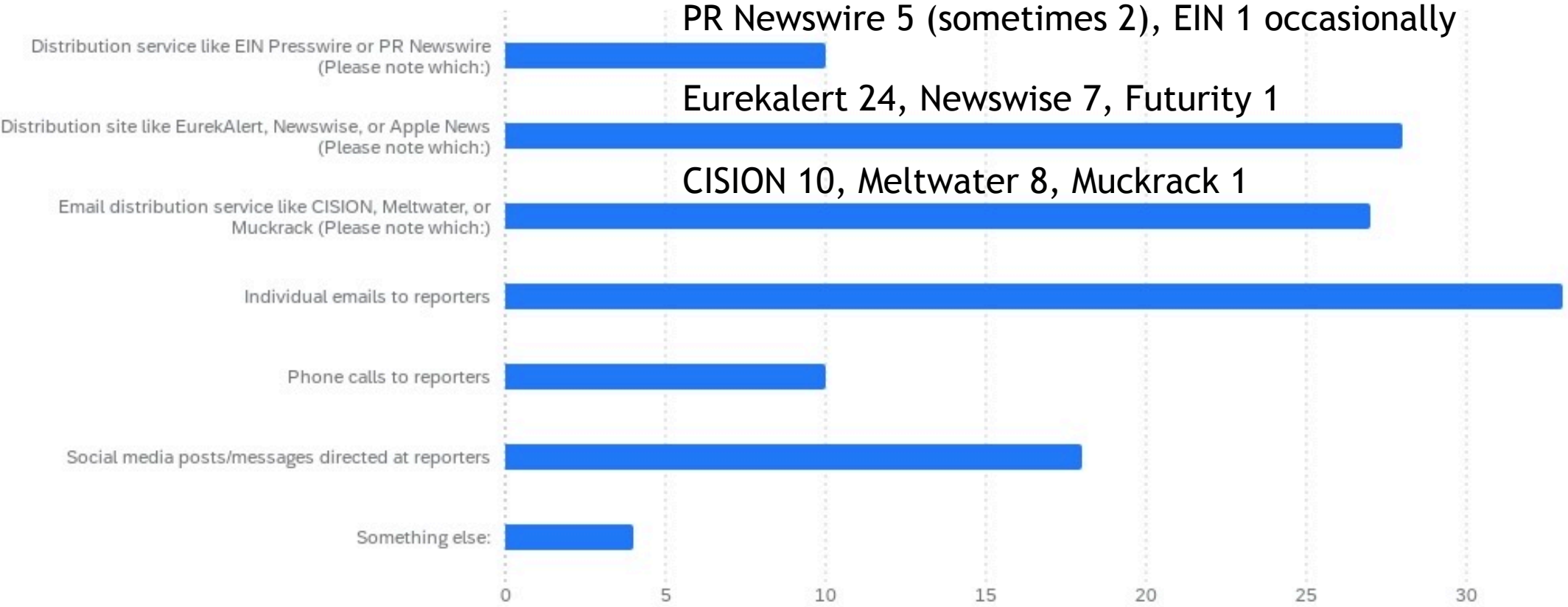
Research - How do you share your news?

How do you share your news for each story type? Select all that apply.: Research story 46 ⓘ



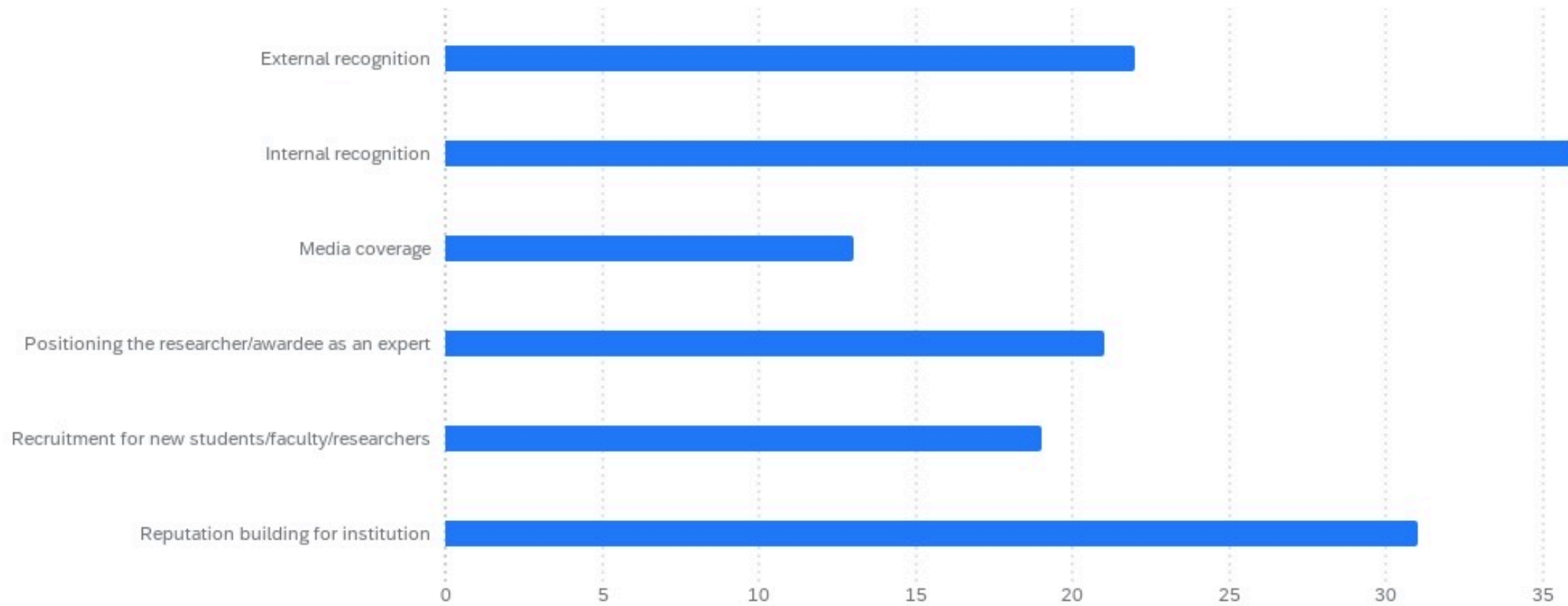
Research Press Release - Distribution

How do you distribute your press releases to the media? 42 ⓘ



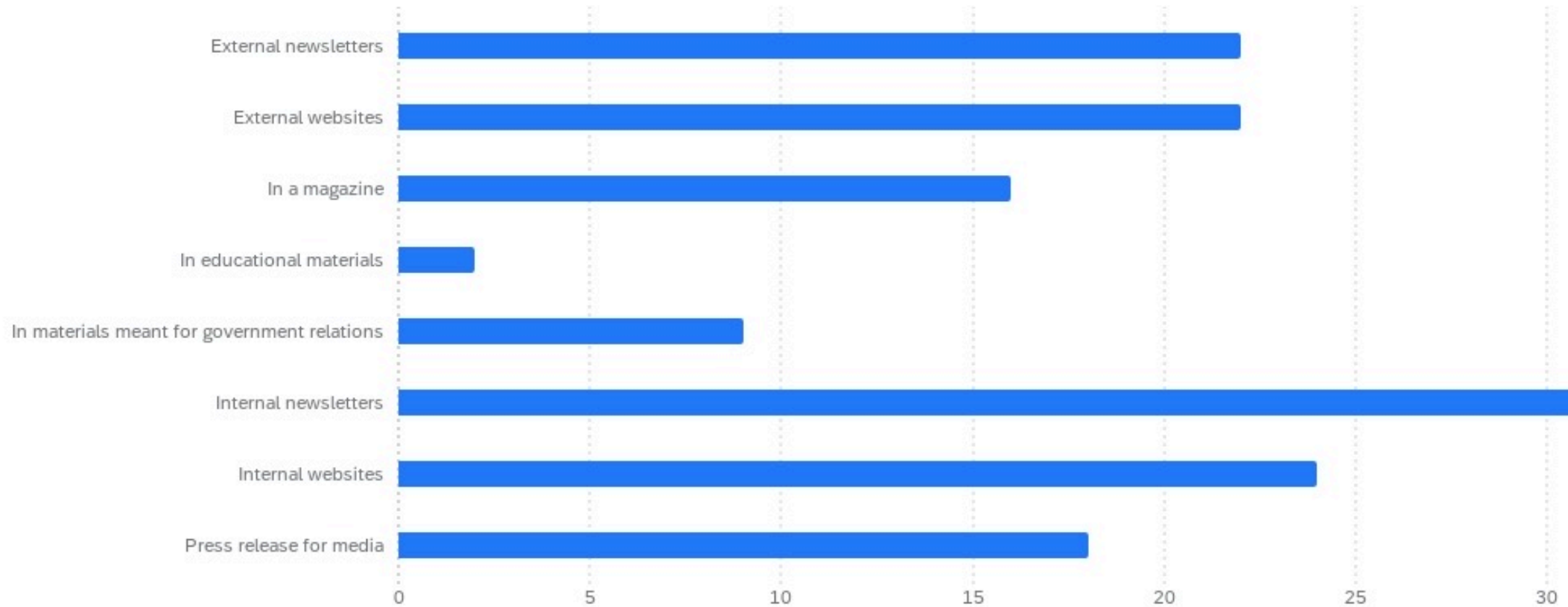
Awards - Goals

What are your goals for producing the following types of stories? Select all that apply.: Award story 41 ⓘ



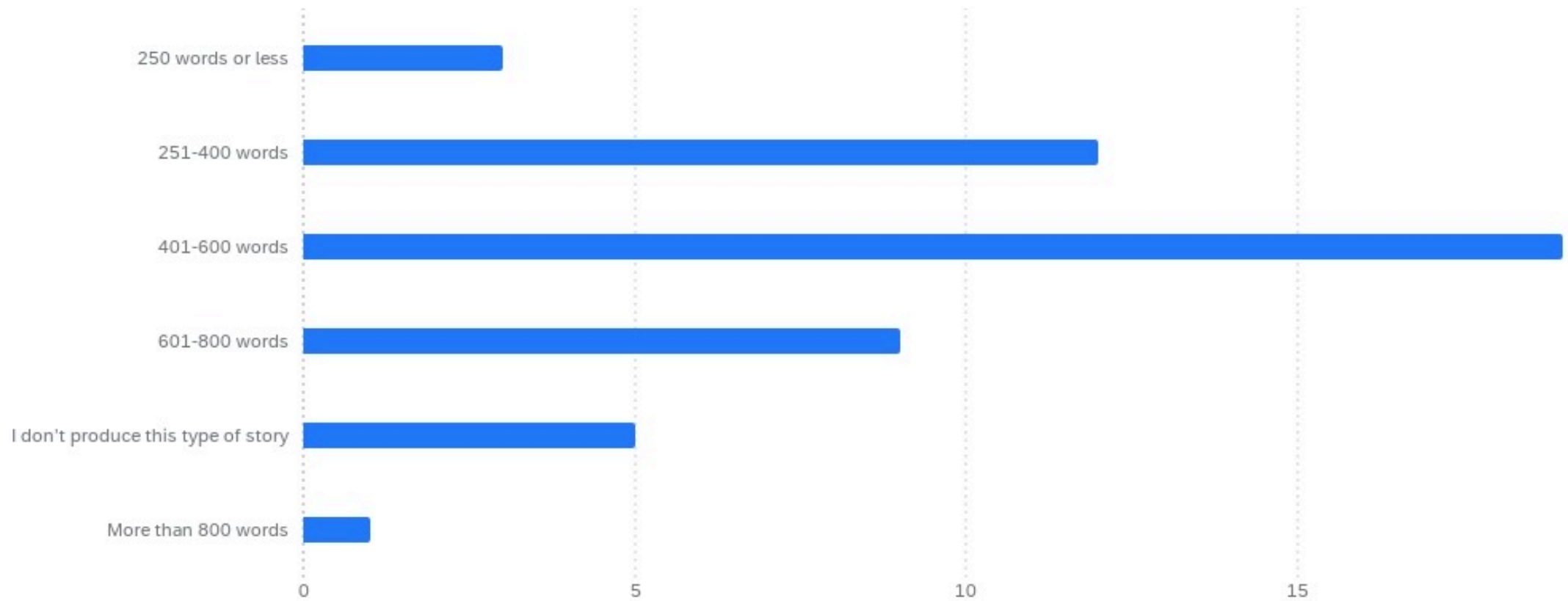
Awards - How do you share your news?

How do you share your news for each story type? Select all that apply.: Award story 42 ⓘ



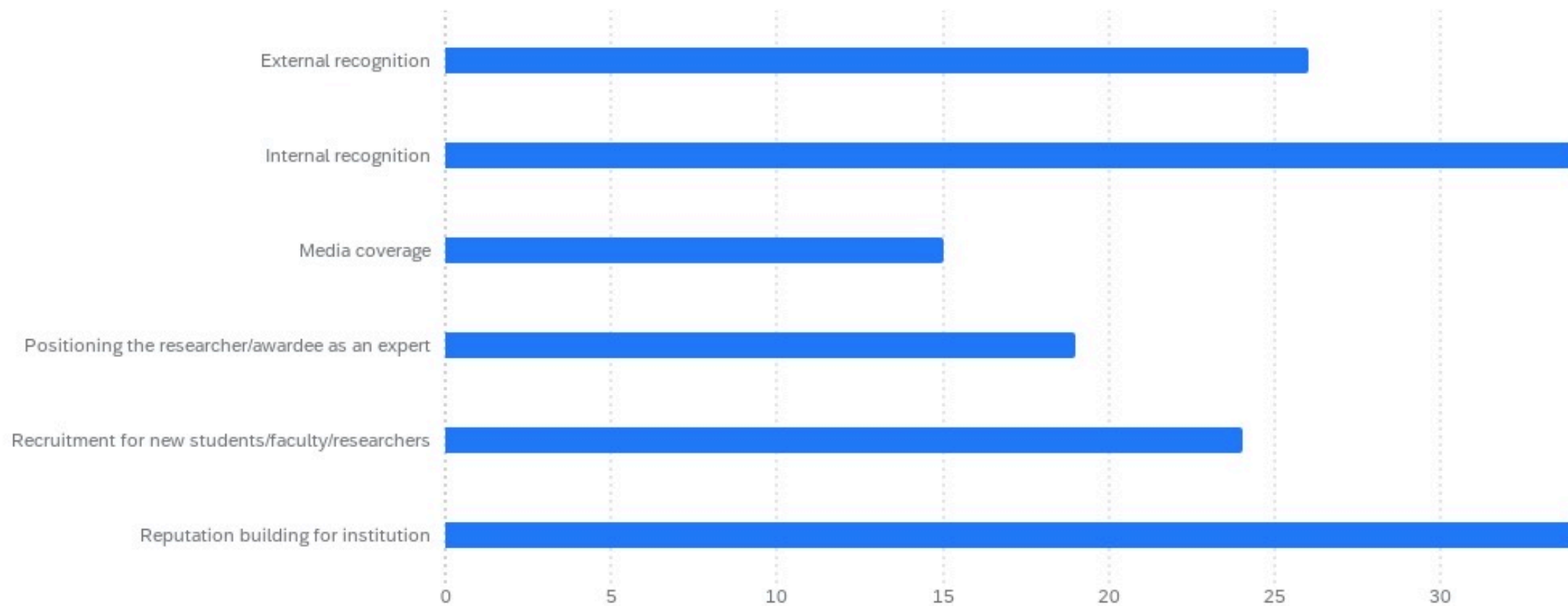
Awards - Length of stories

How long are your typical award stories? 44 ⓘ



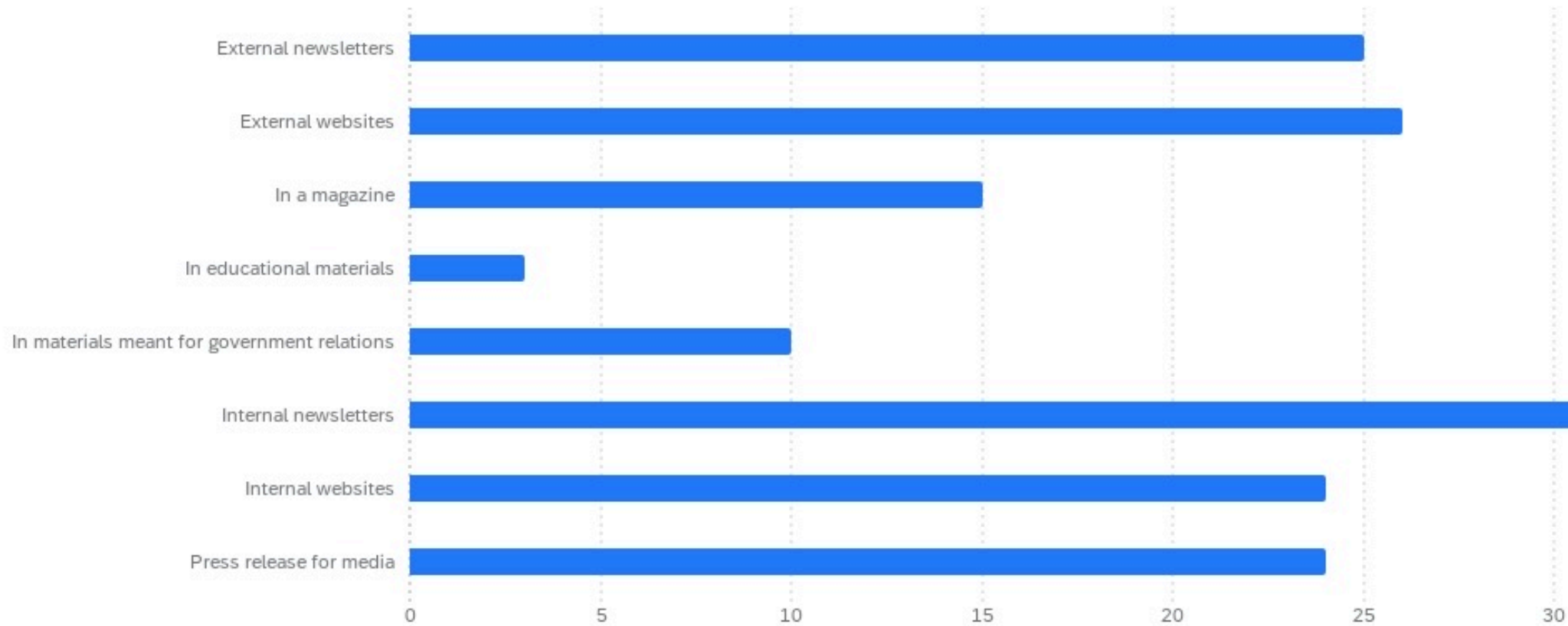
Grant stories - Goals

What are your goals for producing the following types of stories? Select all that apply.: Grant story 40 ⓘ



Grants - How do you share your news?

How do you share your news for each story type? Select all that apply.: Grant story 42 ⓘ



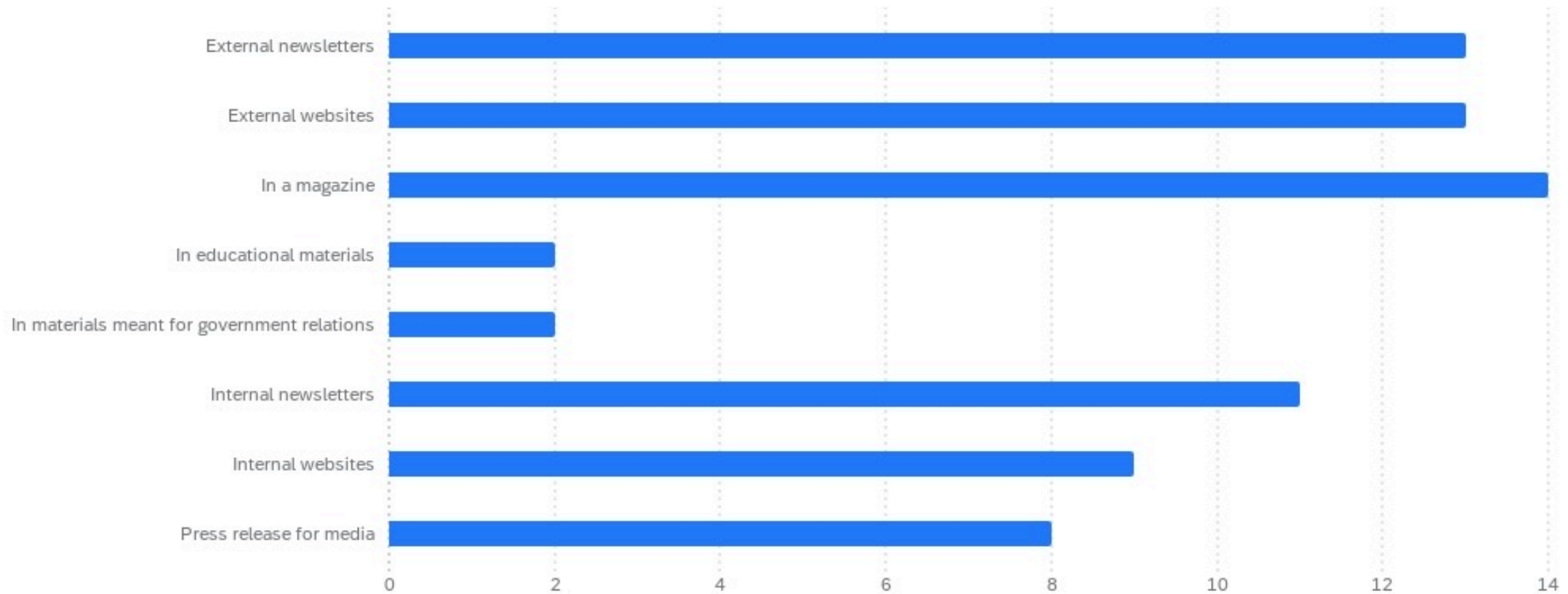
Grant story threshold?

If you produce grant stories, what is the dollar amount threshold for which you will write a grant story?

- ▶ \$5M – 1 respondent, less if newsworthy or related to health disparities/DEI
- ▶ \$2M – 1 respondent
- ▶ \$1M – 9 respondents, but often flexible if good impact; only if pitching; lower if not hard sciences; lower for internal audiences
- ▶ \$500K – 2 respondents
- ▶ No threshold/it depends - 12 respondents. Depends on partnerships, impact, or if interdisciplinary or “cool”

Giving - How do you share your news?

How do you share your news for each story type? Select all that apply.: Giving/Philanthropy 21 ⓘ

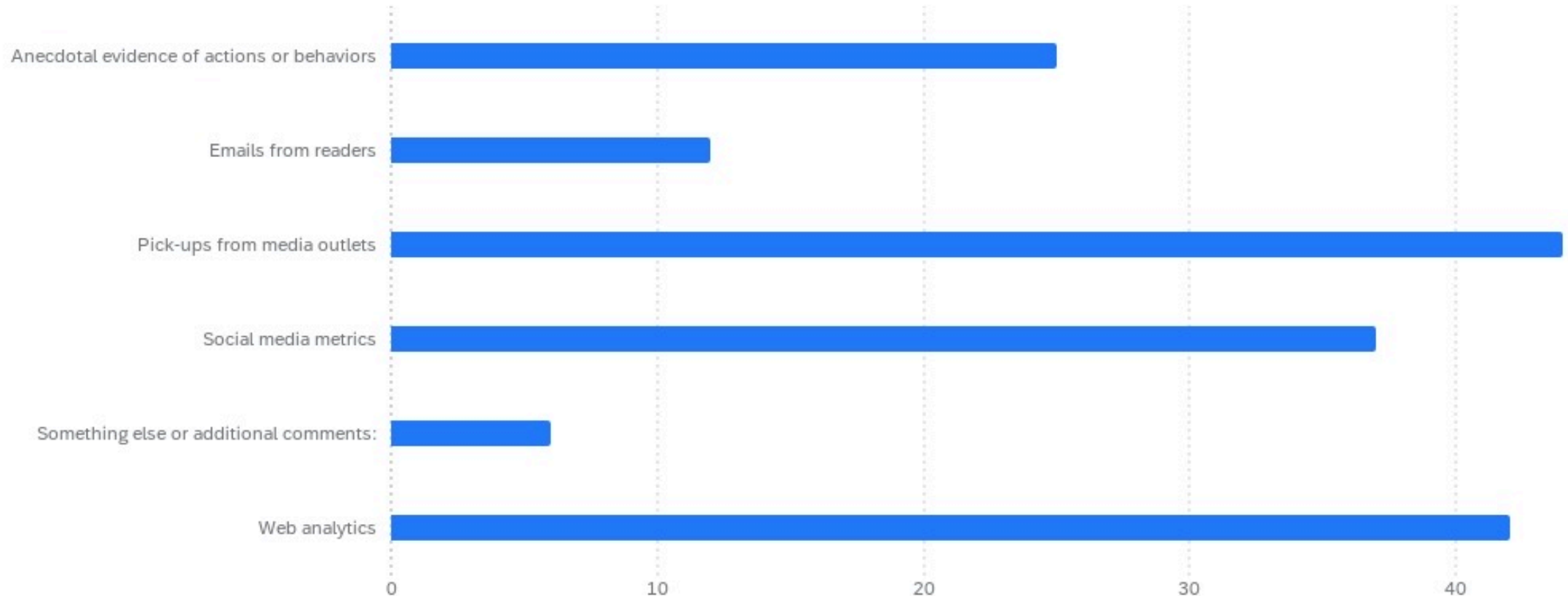


Measuring success

Something else:

- New collaborations begin
- Good comments from donors or donations
- Reading time/clicks on email newsletter
- Government relations folks share with elected officials

How do you measure success for your content? Select all that apply. 47 ⓘ

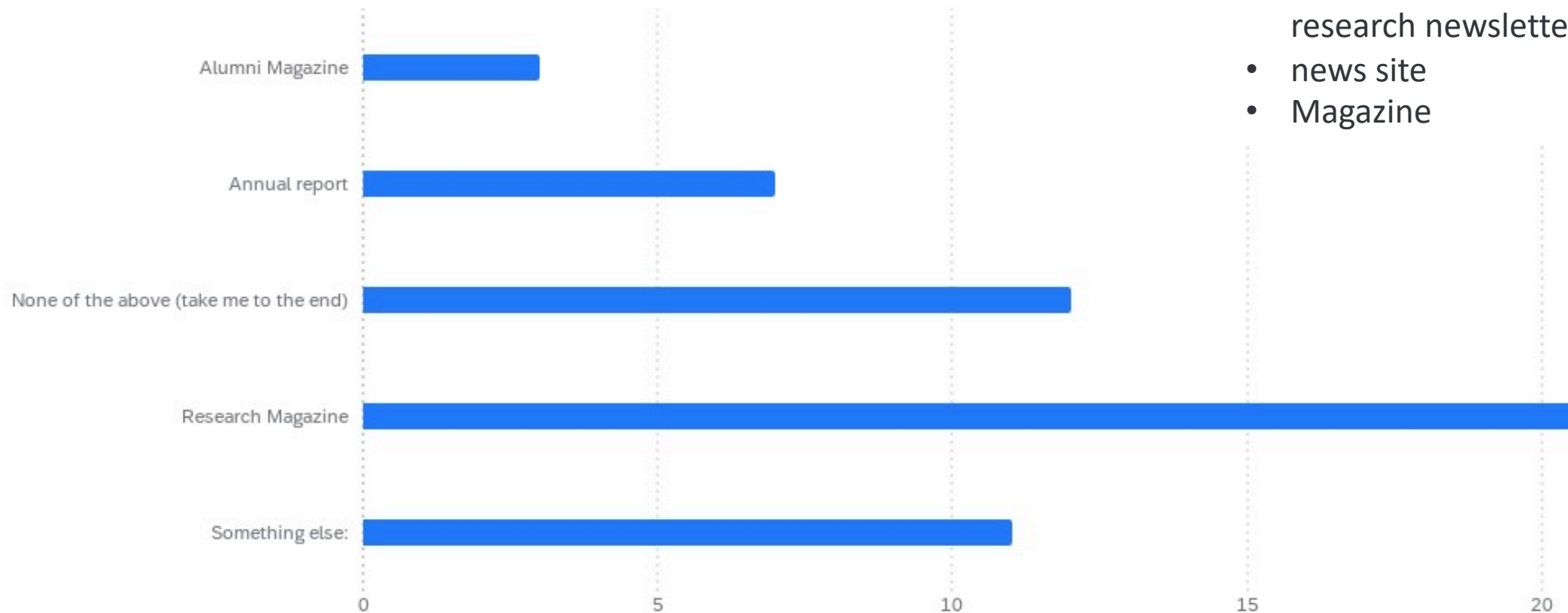


Our magazines and their digital presence

Check members area of website for responses to 2017 survey, which was very comprehensive about magazines

Magazines/reports?

I am answering the following questions about my office's: 48 ⓘ



Something else:

- Newsletter
- data and statistics
- scholarly journal
- news releases/articles
- Philanthropy magazine
- Monthly alumni/
research newsletter
- news site
- Magazine

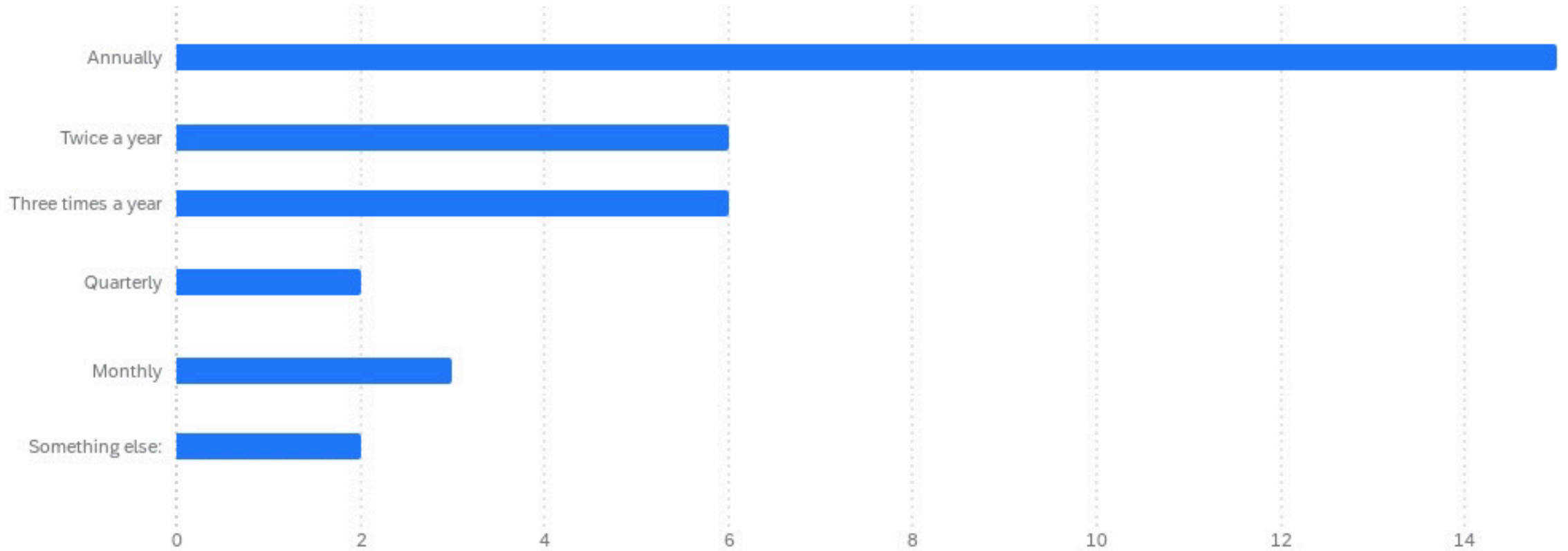
Note: many of the following graphs are aggregate responses about all these content types.

Magazine/Report Frequency

Something else:

- 5 days/week
- We publish individual stories each week online.

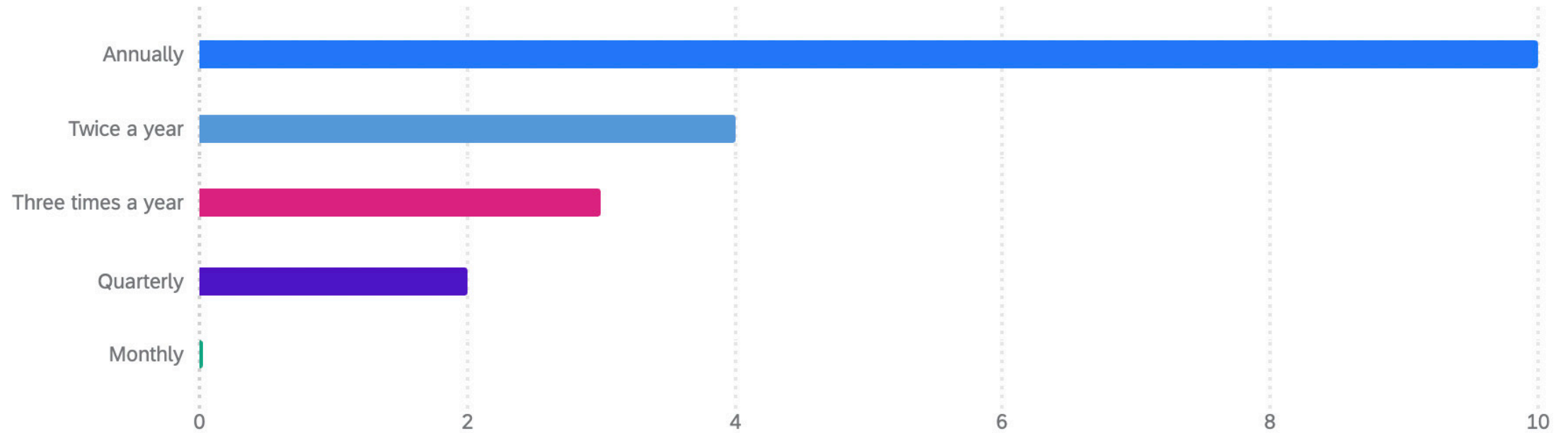
How often do you produce a new issue? 34 ⓘ



Magazine Frequency

Of those that selected “Alumni Magazine” or “Research Magazine” in previous question

How often do you produce a new issue? 20



Print Magazines - Length 2022 vs 2017

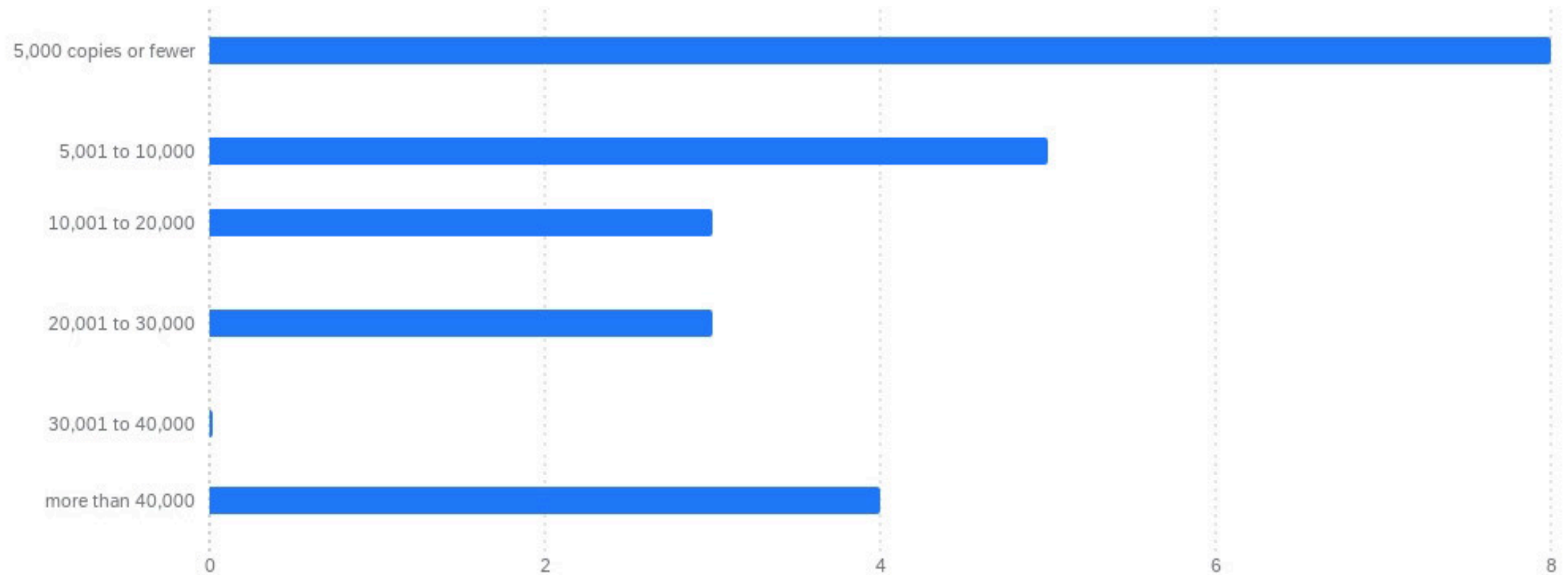
If you have a print magazine, what is the page count?

20 respondents in 2022

	2022	2017
Range	16 - 100 pages	8 - 65 pages
Mean	40.6 pages	41.7 pages
Median	40 pages	42 pages

Print Magazine Circulation

If you have a print magazine, what is the circulation? 23 ⓘ



Distribution of magazines

To whom does your office distribute your magazine/report?
Counts of respondents

Audience	Print	Digital
Alumni	15	15
Current Faculty/Researchers	10	17
Current Undergraduates	1	8
Current Grad Students or Postdocs	4	11
Current Staff	3	16
Leadership at My Institution	23	15
Leadership at Other Institutions	17	12
Prospective Researchers/Collaborators	4	5
Prospective Students	4	6
Donors	19	12
Industry Partners	13	9
Funding Agencies	7	8
Regional Media	7	7
National Media	4	6
Regional Government Offices/Leaders	11	8

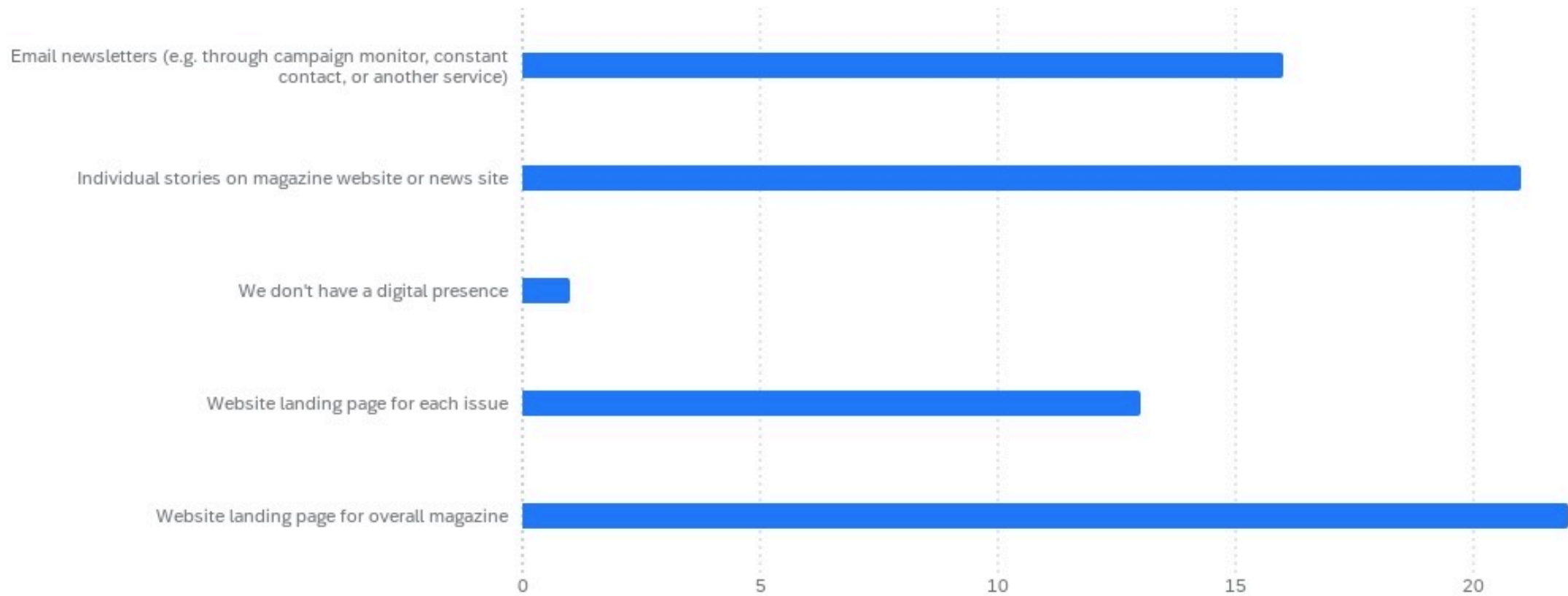
Other:

- Anyone who subscribes
- Inns, motels, and banks in the region
- Libraries, offices on campus such as admissions and dean's offices
- Local hospitals/clinics
- Local media
- Specific federal policymakers

“Other” category also expanded upon in 2017 survey.

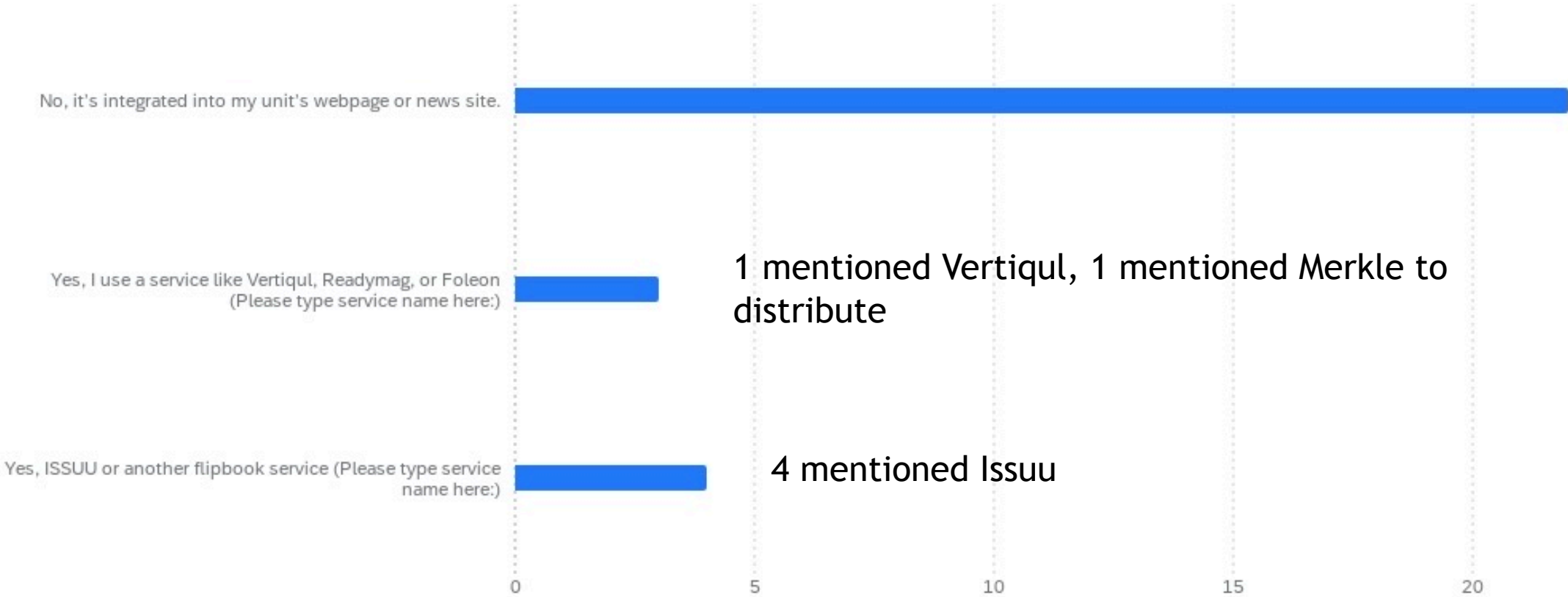
Digital magazine presence

What is the digital presence for your magazine or report? Select all that apply 30 ⓘ



Digital magazine presence

Do you use a third party service to support your digital presence? 29 ⓘ



Thoughts about digital presence

- ▶ Do print and digital versions launch together, and all at once online? Generally yes, with some repurposed or rolling content.
- ▶ Is the content the same in print and digital? Generally yes. Some mentioned SEO tweaks to headlines, subheads, adding multimedia.
- ▶ Some mentioned having digital only content (podcasts, videos)
- ▶ Some folks push their stories to the university level/sites, but not all stories and sometimes it's at university discretion (and/or a struggle)

Moving digital only?

If your print magazine has moved to a digital-only approach, when and why did you do so? Do you have any other comments about this process?

- ▶ 3 people mentioned they went digital-only for an issue/ a year during the pandemic but are back to print. One mentioned securing funding to go back to print was a struggle.
- ▶ “We moved to digital-only in 2015 to save money. It has allowed us to collect more detailed metrics and to reach a wider audience. We were already posting content online, so halting the print magazine allowed us to focus on that.”
- ▶ Moved digital only because of the cost.
- ▶ “We considered it, but the print gets a lot more circulation and engagement”
- ▶ “We previously published a digital edition, with all print stories online, but our site has been decommissioned. Selected content is repurposed for the institutional website, but only occasionally. We continue to produce an email focused on digital content.”

What do members like most about URMA?

- ▶ Resource sharing, best practices, fresh ideas, inspiration, troubleshooting, benchmarking
- ▶ Community, networking, camaraderie, mentoring
- ▶ list-serv, magazine peer-review (who wants to run it again?), conference, URMA Live

What's in our future? How can we change?

- ▶ Marketing the organization, especially to early career research communicators and to underrepresented groups
- ▶ Formal mentorship program?
- ▶ More nuts & bolts / firehose like presentations

What do you think?

- ▶ How does this data impact our membership drives? Our programming? Our future?
- ▶ What questions do you still have?
- ▶ Any ideas for URMA Live or conference topics?



Special requests for data: gail.mccormick.10@gmail.com