

**UNIVERSITY RELATIONS DIVISION REPORT  
TO THE  
BOARD OF REGENTS  
October 9-10, 2015**

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Associate Vice President for University Relations**

**Attract students of high ideals and promise by enhancing regional and national awareness of CLU's mission**

**Community and Corporate Outreach**

- The 2015-2016 Corporate Leaders Breakfast series commenced in September at the Reagan Library with a panel of philanthropic foundation leaders. The series continues in November thanks to a generous group of 20 sponsors.
- Mathews Leadership Forum will bring students and faculty into conversations with business leaders on Oct. 15. The evening will include roundtable discussions and insights on the local, state and global economy from three panelists.
- Cal Lutheran partnered with the City of Thousand Oaks on several projects:
  - Cal Lutheran hosted 100 athletes and coaches from four countries staying on campus in July as part of the Host Town for Special Olympics 2015.



- The second annual Library Lecture series of five topics started on Oct. 8 with Cal Lutheran faculty leading discussions on "A Century Ago: 1910-1920."
  - C.I.T.Y. Program life skills classes were held on four Fridays with faculty and staff leading discussions with local high school students working in internships on budgets, job interviews, college applications, etc.
  - Cal Lutheran will partner with local organizations on an Americans for the Arts survey that will provide valuable economic and sociological data about the arts.
  - Cal Lutheran is part of the Community Outreach Team for the city's first Spokes in the Oaks on Oct. 31.
  - The annual State of the City will be held at Cal Lutheran in December.
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- A quarterly neighborhood meeting was held in June to review plans for an electronic scoreboard and other construction projects on campus. The meetings are a joint effort by University Relations and Facilities to foster relationships with the community.
  - The Happenings in the Arts newsletter is distributed monthly to arts organizations and supporters in the region. A Pre-TRAC Conference collaborative art show with galleries throughout Ventura County will be held prior to the November conference. The campus show will be held on Oct. 24. Kingsmen Shakespeare Company was nominated to receive recognition from the Ventura County Arts Council.
  - Cal Lutheran is represented on several boards, including Greater San Fernando Valley Chamber, Valley Economic Alliance, Conejo Las Virgenes Future Foundation to bring awareness to our educational, cultural and economic contributions to the region.
  - Cal Lutheran sponsored numerous events with the Conejo Regional Chamber, AAUW, United Way, Future Foundation, Cancer Support Community, Thousand Oaks Arts Festival, Thousand Oaks Rotary, Valley Economic Alliance, Simi Valley Chamber, Anti Defamation League, El Concilio, and Habitat for Humanity.

### **Community Leaders Association**

- A new [CLA newsletter](#) was designed and distributed to inform members about the university and to encourage participation in events.
- A New Faculty event was held with Academic Affairs at the Civic Arts Plaza. The event brought new and current faculty together with leaders from the community.
- The annual CLA Golf Tournament was held in June and raised more than \$14,000 for student scholarships. The 2016 event is set for June 16, 2016. The annual Hats & High Tea is set for April 17, 2016.



### **Media Relations**

- Media coverage continues to be documented and posted online. To view major media coverage, please visit the [In the News](#) section on the website.
- Media Relations sent emails on 1,702 individual student achievements in eight categories including Dean's List, degree completion and fellowships. This resulted in 2,143 actions including posting to various social media and 8,877 impressions. For the first time, achievement notices and links were emailed to parents in addition to students.
- National/Regional media hits:
  - *Atascadero News*
  - *Broadway World.com*
  - *Burlington County Times*
  - *Calgary Sun*
  - *Campus Circle*
  - *CBS Los Angeles.com*
  - *Fine Art Today*

- *Forbes*
- *Fox & Hounds*
- *Huffington Post*
- *KCET.org*
- *Lompoc Record*
- *Los Angeles Daily News*
- *Modesto Bee*
- *New Geography*
- *New Times San Luis Obispo*
- *Ojai Valley News*
- *Paso Robles Press*
- *Riverside Press Enterprise*
- *Sacramento Bee*
- *San Fernando Valley Sun*
- *San Jose Mercury News*
- *The Burbank Leader*
- *The Catholic Sun*
- *The Chronicle of Social Change*
  
- Broadcast media hits:
  - Discovery Channel
  - KADY-TV
  - KCOY12/KEYT/KKFX11
  - KCLU
  - KGO 810 News – San Francisco
  
- Sample of media hits in the last quarter:
  - Carlson gift
  - Student biochar campaign
  - Melinda Roper
  - Jamshid Damooei op-ed
  - Michael Pearce's book
  - Kingsmen Shakespeare Festival
  - Vocation
  - Fulbright recipient
  
- Op-ed placements
  - Damooei
  - Fienup
  - Gill
  - Gooch
  - Watkins

### **Sports Information**

- In an effort to unify the Social Media presence of CLUsports programs, Instagram and Twitter accounts for ALL sports were created, giving all teams an opportunity to promote programs and athletes. Instagram and Twitter followers have increased significantly. More graphics are being incorporated. (Insert Photo)



- Sports Information has continued to promote teams that have partnered with outside organizations including CancerFit Inc. and Team IMPACT to provide opportunities for childhood cancer survivors to be part of CLU teams. Three fall teams have already drafted/signed children for 2015.
- Schedule cards and sports posters were developed with creative media to promote athletic teams and contests. Fall semester items are available to the general public and campus community.

### **Advertising**

- Ads for Corporate Leaders Breakfast were published in several media, including *Ventura County Star*, *Pacific Coast Business Times*, *Santa Barbara News Press*, *San Fernando Valley Business Journal*, *LA Daily News* and *Warner Center News*.
- CLU will be featured in the Fall/Winter 2015 issue of *Presenting Magazine*. The magazines are placed in hotels throughout Ventura County.
- Ads were placed in numerous programs in accordance with event sponsorship benefits.

### **Publications**

- The July/August issue of *CLU Magazine* was distributed to more than 28,000 constituents. The next issue will be published in November.



- The Fall/Winter 2015 Cultural Events Calendar was distributed in September. Information about all Arts and Events (link) is available online.



- The online News & Information portal was updated with news, features, and links to external media coverage. The Weekly continues to keep faculty and staff informed about accomplishments, new hires, media coverage and events.

- The Gallery, a website with archival photos for internal and external use, was updated and streamlined to provide easier access to university photos.