Events on Campus

Pelosi/Matsui Women’s Forum – Congresswoman Doris Matsui of Sacramento, with House Minority Leader Nancy Pelosi, held a highly successful and well-attended Women’s Forum on the Sacramento State campus, drawing statewide media coverage.

CSU chancellor’s visit – As part of the chancellor’s tour of the 23 California State University campuses, Public Affairs produced materials to prepare the chancellor for his visit. The office also captured the event with still images and video, and facilitated local media coverage.

Inaugural Es El Momento Education Fair – Designed to promote a college-going culture among Latino immigrant families, the event was produced in partnership with Univision Channel 19 and Assemblyman Roger Dickinson.

Physical therapy students help a father’s dream come true – News Services and the multimedia team showcased Don Fields, who suffered a debilitating stroke. After receiving care from Sacramento State physical therapy interns, Fields could walk his daughter down the aisle and dance with her on her wedding day.

Web Communications

New splash page design – The web communications team developed a design for microsites and “splash” pages that reflects a more contemporary feel.

Sacramento State Leader revamp – The web team also updated the look and feel of the University’s e-newsletter to make it more visually appealing and easier to navigate. The frequency of distribution also was increased from monthly to biweekly.

In the News

Sacramento Pathways to Success – Public Affairs and Advocacy worked with the Sacramento City Unified School District and Sacramento City College to launch a campaign to promote Sacramento Pathways to Success, an initiative to help Sacramento students more easily transition to, and succeed in, college or gain a career in technical education.

Op-ed on SSIS faculty research – News Services coordinated with The Sacramento Bee and Kim Nalder, David Barker and Steve Boilard, all from the College of Social Sciences and Interdisciplinary Studies, to publish an op-ed piece regarding their research on Californians’ lack of knowledge about civic finances.

Che Guevara on the cover of Ticket – Assistant News Director and Senior Writer Craig Koscho captured a striking image from a scene in the University play Che Guevara and the Dispossessed, and The Sacramento Bee used the image as the cover of that week’s Ticket section.
**Multimedia**

**Video holiday card** – The award-winning video holiday greeting card from President Alexander and Gloria Gonzalez featured the illuminating work of our students, faculty, and staff as we redefine the possible on campus and in our community. The card won an International Bronze Telly Award.

**Airport advertising** – In partnership with the College of Business Administration and the College of Continuing Education, Public Affairs secured space on a dynamic video wall viewable by travelers in Terminal B at Sacramento International Airport.

**Football commercial** – “Going All the Way” is a creative 30-second television advertisement shown during the 2013 football season. It won a Silver award in the CASE District VII Awards of Excellence.

**Instagram** – Sacramento State’s Instagram account was launched, providing another platform to communicate with the University’s diverse audiences.

**Featured in the Made at Sac State campaign**

*Cheryl Dell ’82* – Publisher and president of *The Sacramento Bee*, Cheryl Dell is a high-profile figure in the media.

*Rhonda Staley-Brooks ’95* – Her career with Big Brothers Big Sisters of Greater Sacramento began while she was a student at Sacramento State; Rhonda Staley-Brooks has been its president and CEO since 2001.

*Sasha Asghari ’11* – A highly successful physics student when she was at Sacramento State, Sasha Asghari is now pursuing a doctorate in nuclear engineering at UC Berkeley.

*Ryan Coogler ’07* – A standout as a Sac State football receiver, Ryan Coogler’s passion for filmmaking was kindled at Sacramento State. He would go on to write and direct *Fruitvale Station*, which won numerous honors and critical raves as one of the best films of 2013.

**Made at Sac State – The Video Magazine**

The video magazine featured eight half-hour episodes – each devoted to a different college – and highlighted Sacramento State students and faculty. It aired at 6:30 a.m. Thursdays on KQCA My58.
Highlights
January-June 2014

In the Community

Speaking events – Sacramento State hosted various elected officials, including Senator Noreen Evans, and Assembly Members Susan Bonilla and Roger Dickinson, for events and forums on campus.

Career Pathways – The advocacy team negotiated and facilitated the inclusion of Sacramento State as a key partner in State Senator Darrell Steinberg’s trust grant applications from the region.

Arena and Urban Core Partnerships – The advocacy unit launched partnerships with government agencies and local organizations to address urban core challenges in concert with the proposed arena project.

Family Justice Center – Sacramento State partnered with Sacramento County District Attorney Jan Scully, in addition to local social health and safety net organizations, to launch the Sacramento Regional Family Justice Center. It will serve victims of domestic violence.

Sacramento Metro Chamber Cap-to-Cap Program – The advocacy unit joined a delegation of Sacramento’s top business, civic, and government leaders in Washington, D.C., to advance priorities critical to the University and the region.

In the News

IMBA Program – Sacramento State graduated its first class of International MBA students through its Singapore-based International Master of Business Administration Program.

Hornet Stadium track – Athletics unveiled a new state-of-the-art track at Hornet Stadium, which was used shortly thereafter to host the 2014 USA Track and Field Championships.

Record-setting teeter-totter – Sacramento State students shattered the Guinness world record for longest seesaw with an 85-foot-long teeter-totter. The funds raised through the project were donated to charity.

I2P Competition – Sacramento State students swept the CSU statewide Idea-to-Product competition in Santa Clara, taking first, second, and third places in the contest to create commercialization plans for biotech products.

Tech warriors – The federal government is paying for the education of 13 Sacramento State students who are training to defend the nation from cyber-threats.

Made at Sac State Campaign

Eugene Villanueva ’06 – Rising opera star Eugene Villanueva used his first-class music education to put himself on the map, and now he tours around the world performing at the most prestigious venues.

Cate Dyer ’05 – Cate Dyer founded her groundbreaking, multimillion-dollar biotechnology company, StemExpress, providing material to medical researchers that directly advances science and medicine.
University Marketing

Redefine the Possible – The marketing team trademarked and rolled out the new tagline campus-wide.

Perception Survey – The team also conducted the first-ever community study to gauge perceptions of Sacramento State.

Brand & Identity Enhancement – The marketing unit embarked on a comprehensive project in support of the strategic goal of promoting a strong university identity.

Promotional collateral – A suite of materials was developed, highlighting Sacramento State and its points of pride.

Web Communications

Points of Pride – The web team created a page showcasing University accomplishments in teaching, research, and community service.

Fix 50 – The web team designed a page that informed the Sacramento State community about the Fix 50 Project along Highway 50 in downtown Sacramento.

University Home Page – The team began laying the groundwork for a redesign of the University’s home page.

The University Strategic Plan – A microsite was designed, documenting the creation of a new Strategic Plan, which will guide all aspects of Sacramento State life through 2020.

Multimedia Communications and Promotions

Becoming California video – The multimedia team produced a national underwriting video for the upcoming Becoming California: California’s Environmental Legacy on PBS.

Track and Field Championships – The team covered the USA Track and Field Outdoor Championships, which were hosted at Hornet Stadium, producing photos and videos chronicling the event.

Alyssa Zayas ’14 – In a field where women are vastly underrepresented, Alyssa Zayas is one of the best and brightest young project engineers at Swinerton Builders in Sacramento.
Advocacy
The advocacy team fosters relationships with elected officials and governmental agencies, building civic partnerships to further the development of Sacramento State and the regional economy and workforce. The unit has a tradition of committed civic engagement, hosting various forums and community outreach events in addition to working with local leaders toward common goals.

Multimedia
The multimedia team plans, produces, distributes, and archives photographs and videos for the University. It produces the television show Made at Sac State – The Video Magazine and manages Sacramento State’s YouTube channel and Instagram account. The team produces feature videos, including the President’s holiday video and those made in conjunction with the Made at Sac State campaign, and provides coverage of the University’s popular sports events.

Web Communications
The web communications team oversees digital messaging platforms for the University as follows: Sacramento State’s home page, news pages, and other top-level pages for other University units; social media platforms Facebook and Twitter; the Sacramento State Leader, a biweekly email newsletter; and the Briefing, a weekly email bulletin distributed to faculty and staff.

Marketing
The marketing unit is the steward of the Sacramento State brand, including strategic messaging, usage of the University logo and adherence to identity guidelines, as well as University-specific campaigns, such as the award-winning Made at Sac State campaign. Marketing also coordinates the campus-wide Marketing and Communications Council to build synergy and consistency among the various divisions and departments on campus.

By the numbers*
43 quarterly visits with elected officials and staff
40 community events attended
18 State Capitol and 4 Washington, D.C., legislative office visits, 7 tours given, 6 community meetings attended, 5 group meetings facilitated on the Campus Master Plan

By the numbers*
738 Instagram followers, launched Sept. 9, 2013
103 videos produced
6,106 views of Sasha Asghari’s Made at Sac State video
11,169 views of President Gonzalez’s holiday video message
74,429 total views on YouTube

By the numbers*
7,583,195 unique page views of the University home page
292,024 unique page views of Public Affairs
19,066 Facebook fans, up 54%
9,869 Twitter followers, up 49%
6,444 people receiving the Leader

By the numbers*
More than 500 projects reviewed and approved
74,016,101 digital billboard impressions
24,319,030 airport billboard impressions

On Oct. 18, 2013, House Democratic Leader Nancy Pelosi and Congresswoman Doris Matsui led a panel discussion on campus titled “When Women Succeed, America Succeeds: An Economic Agenda for Women and Families.”
News Services
News Services produces and disseminates information that generates positive media coverage of the University, the campus community, and campus programs and events. The department fosters and maintains relations with various regional media outlets and works with them to promote and facilitate the Sacramento State story.

By the numbers*
11,395 media hits (print, online, TV and radio)
299 press releases
264 media requests

Awards
- **CASE District VII Gold Award** – The *Made at Sac State* campaign won the Gold Award for excellence for an advertising campaign.
- **CASE District VII Silver Award** – The University took Silver in the PSA and Commercial Spots category for its video commercial “Going All the Way.”
- **CAPIO 2014 Excellence in Communications Award** – The California Association of Public Information Officials honored *Made at Sac State – The Video Magazine* for Excellence in Communications.
- **Telly Awards** – The office won International Bronze Telly Awards for the videos “Happy Holidays from Sacramento State” and “Made at Sac State – Sasha Asghari.”

Public Affairs and Advocacy involvement in University committees:
- Building Coordinator-Alternate for Sacramento Hall
- Campus Digital Signage Committee
- Crisis Communications Working Group
- Digital Media Server Working Group
- External Marketing & Advertising Task Force
- Graduation Initiative Project Innovation Team
- March of Dimes Planning Committee
- Marketing and Communications Council
- My Sac State Portal Committee/Grad Channel Subcommittee
- Streaming Video Solutions Group
- WCM Users Group
- Web Coordinators Committee

*January 2013 - June 2014*
Mission Statement
The Office of Public Affairs and Advocacy promotes Sacramento State and cultivates public support for teaching, learning, and service through a comprehensive and multifaceted communications and advocacy program.

The Office of Public Affairs and Advocacy is charged with the development, management, and oversight of University communications and marketing, as well as civic and governmental relations at the local, state, and federal levels.

In 2013-14, Public Affairs and Advocacy made great progress in connecting the University with its communities on and off campus, and in building recognition and awareness for Sacramento State. Public Affairs received honors for several of its notable programs, including a CASE District VII Gold Award for the Made at Sac State campaign; a CAPIO Excellence in Communications Award from the California Association of Public Information Officials for Made at Sac State – The Video Magazine; and International Bronze Telly Awards for its “Happy Holidays from Sacramento State” and “Made at Sac State – Sasha Asghari” videos.

The advocacy team continued to work closely with local leaders, forging partnerships and advancing the University’s role in the community. Among myriad outreach events, the team brought Congresswoman Doris Matsui and House Minority Leader Nancy Pelosi to campus to host a women’s forum and hosted Senator Noreen Evans and Assembly Members Susan Bonilla and Roger Dickinson. The advocacy unit also was instrumental in developing Sacramento Pathways to Success and securing Sacramento State’s role as a key partner in Senator Darrell Steinberg’s trust grant applications from the region.

Members of the Public Affairs and Advocacy team are professionals at the top of their fields. They work to elevate the role and profile of the University in the region and share the stories of student and faculty success at Sacramento State.