Member Survey of Salaries & Professional Responsibilities
California School Public Relations Association
Spring 2002

In order to assist in the professional development of our members, the executive board of the California School Public Relations Association would like you to take a few minutes to complete this questionnaire relating to your salary level and professional job duties. All responses will be kept strictly confidential. The association will produce a summary report of the findings along with samples of job descriptions for various classifications within the school public relations field.

Please e-mail your responses to: tomdelapp@aol.com or fax them to (916) 315-1429. The deadline for responding is March 15, 2002. We plan to release the summary report at the Spring CalSPRA meeting on March 21 in San Francisco.

1. Your job title: ____________________________________________

2. Your educational employer:
   - unified district
   - elementary district
   - high school district
   - county office of education
   - educational organization or association
   - college or university
   - private firm/other

3. ADA/student enrollment in the district: ________

4. Do you report directly to the superintendent/CEO?  Yes  No

5. Is your position cabinet level?  Yes  No

6. Is your position classified as:  Certificated mgmt.  Classified mgmt.  support staff

7. What percentage of your job is spent on school public relations?
   - full time PR position
   - part time PR position
   - I do PR as “other duties as assigned” but it’s not my main job

8. How many employees are there in your public relations office?  Just me  2-3  4 or more

9. How many employees do you supervise?  Professionals #_____ Clerical/support #_____

10. Do you personally do desktop publishing as part of your job?  Yes  No

11. What percent of your time is spent doing the following assignments:
   - Grant writing (____%)
   - Printed or electronic publications (____%)
   - Media relations (____%)
   - Community relations (____%)
   - Internal/staff communications (____%)
   - Governmental relations (____%)
   - Special projects (____%)
   - Advising the superintendent (____%)
   - Handling phone calls, e-mail and written inquiries (____%)
   - Web pages/intranets (____%)
   - Other (specify) (____%)

12. What is your annual salary range, excluding benefits?
   - $90,000 or more
   - $80,000 to $89,000
   - $70,000 to $79,000
   - $60,000 to $69,000
   - $50,000 to $59,000
   - $40,000 to $49,000
   - $30,000 to $39,000
13. Number of years in your current job? ________
14. Number of years in the communication profession? ______
15. College degrees required for your position: ❑ No degree ❑ BA degree ❑ Masters degree ❑ Phd ❑ Administrative/teaching credential
16. Level of education you have completed: ❑ No degree ❑ AA degree ❑ BA degree ❑ MA degree ❑ Phd ❑ Administrative/teaching credential