

**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

- \$20,000 to \$29,000
- Less than \$20,000

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