



SURVEY DATA CCI Practices & Trends Study 2005

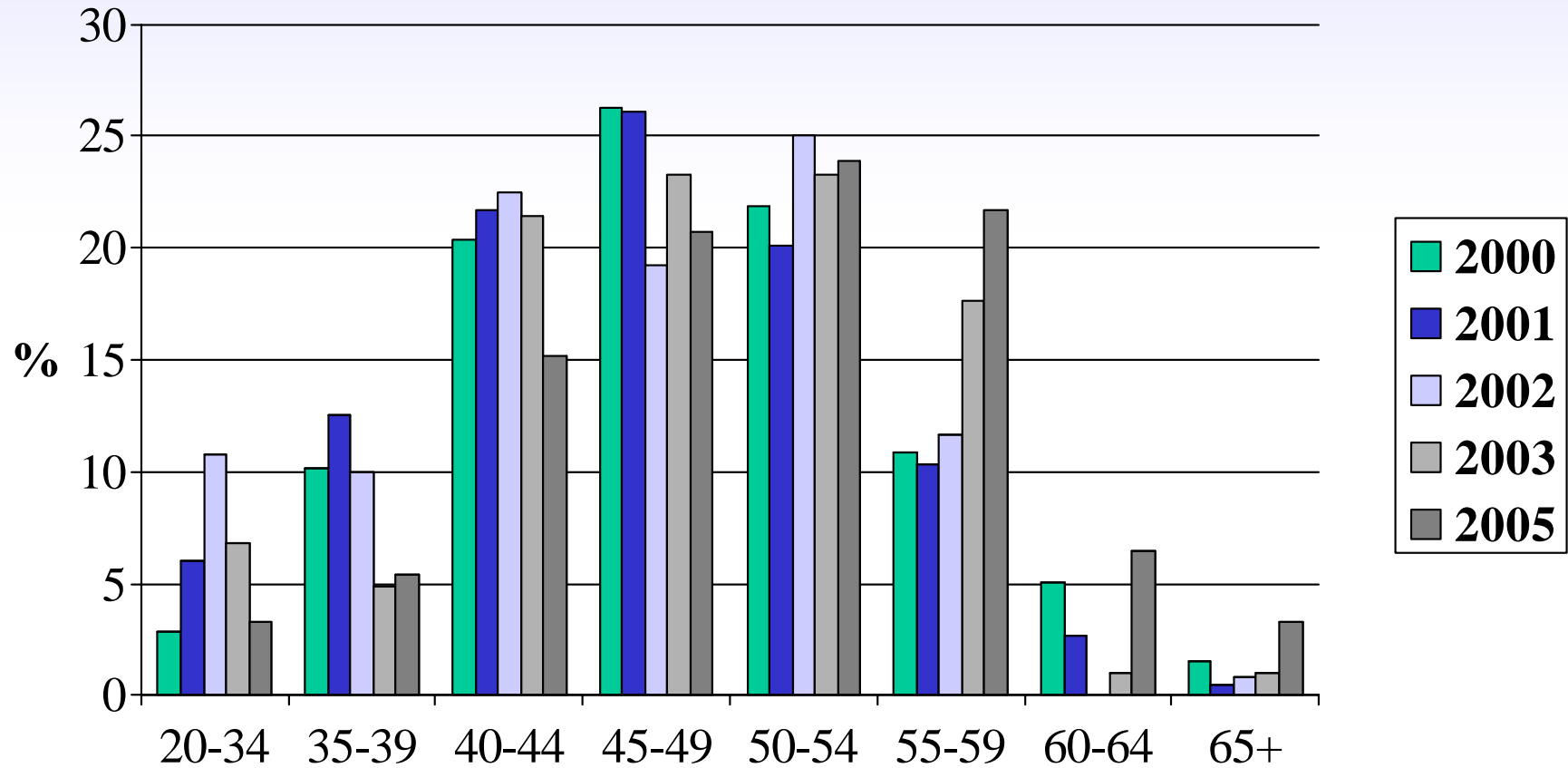
**Final Report
March 2006**



**FAIRLEIGH
DICKINSON
UNIVERSITY**

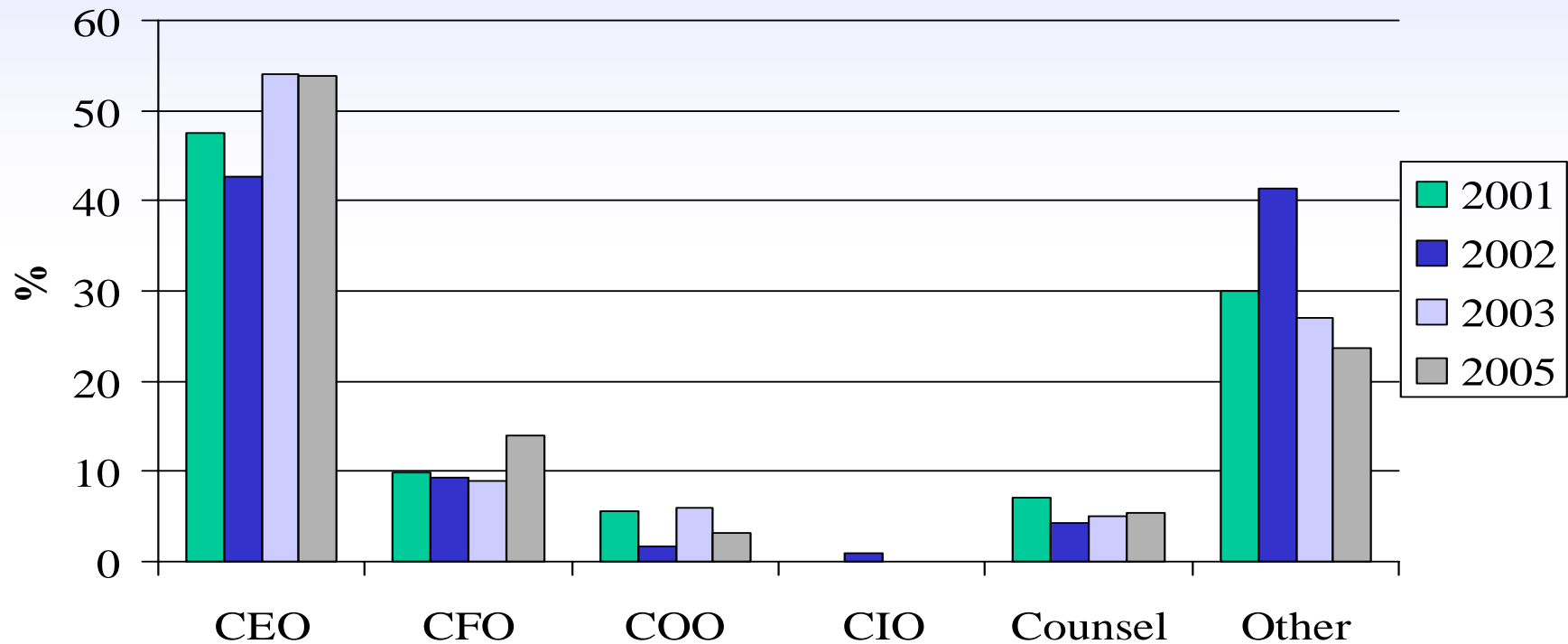
Corporate Communications Institute
at Fairleigh Dickinson University
Dr. Michael B. Goodman, Director
www.corporatecomm.org

Age - Corporate Communication Executives 2005 [Q#7]



Reporting Lines 2005

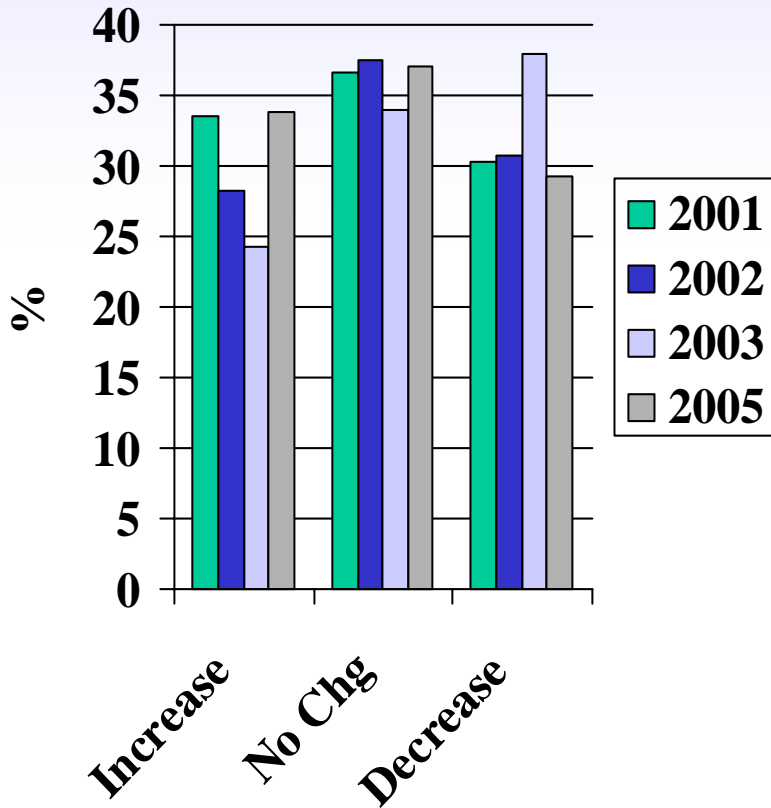
[Q#11]



Top Corp Comm Officer 2005: VP, SVP, EVP, Dir., Mgr
 And other titles: Chief Comm. Officer, VP Global Comm.

Budget Change 2005

[Q#15]



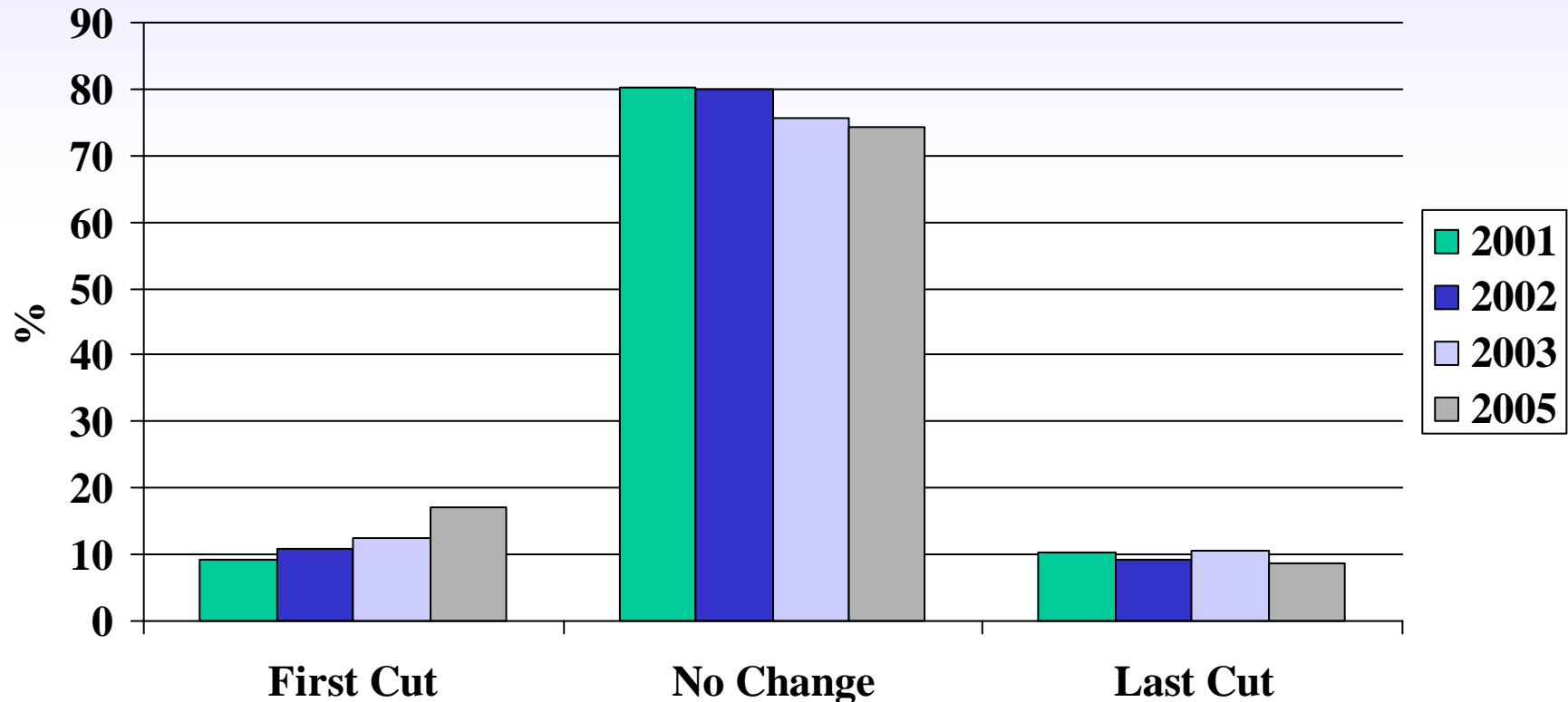
INCREASED Budget

	2003	2005	
•	14.6%	12.0%	[5% incr]
•	5.8%	12.0%	[10% incr]
•	0	6.5%	[15% incr]
•	3.9%	3.3%	[15% + incr]

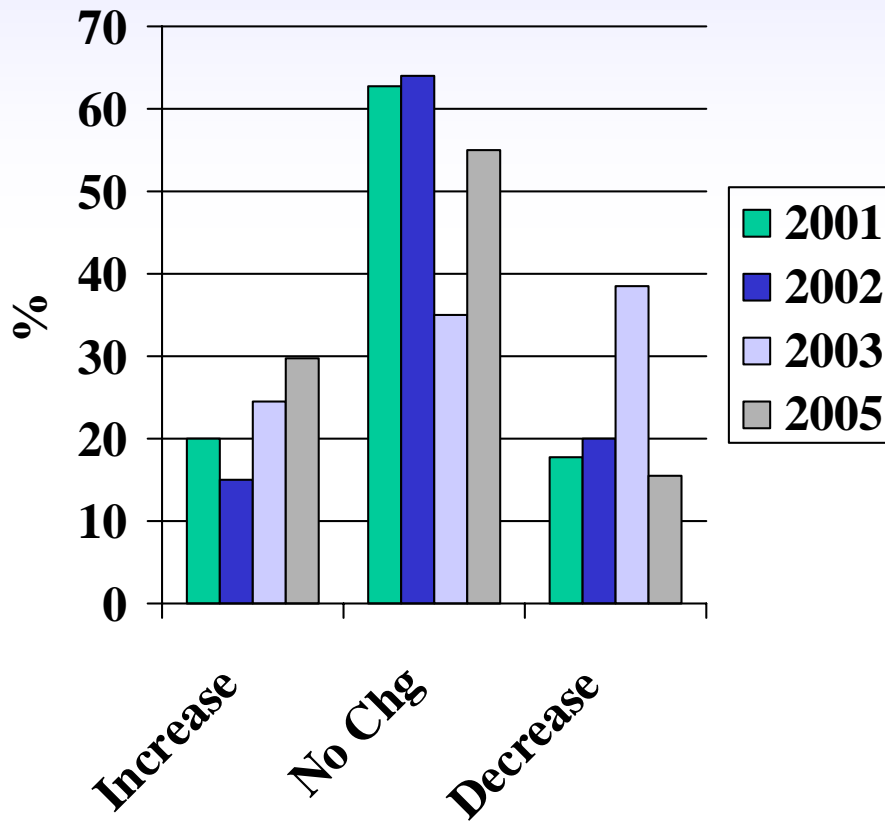
DECREASED Budget

	2003	2005	
•	11.7%	13.0%	[5% decr]
•	10.7%	8.7%	[10% decr]
•	6.8%	1.1%	[15% decr]
•	8.7%	6.5%	[15% +]

Budget Cuts to Reduce Cost 2005 [Q#18]



Staff Changes 2005 [Q#14]



INCREASED Staff

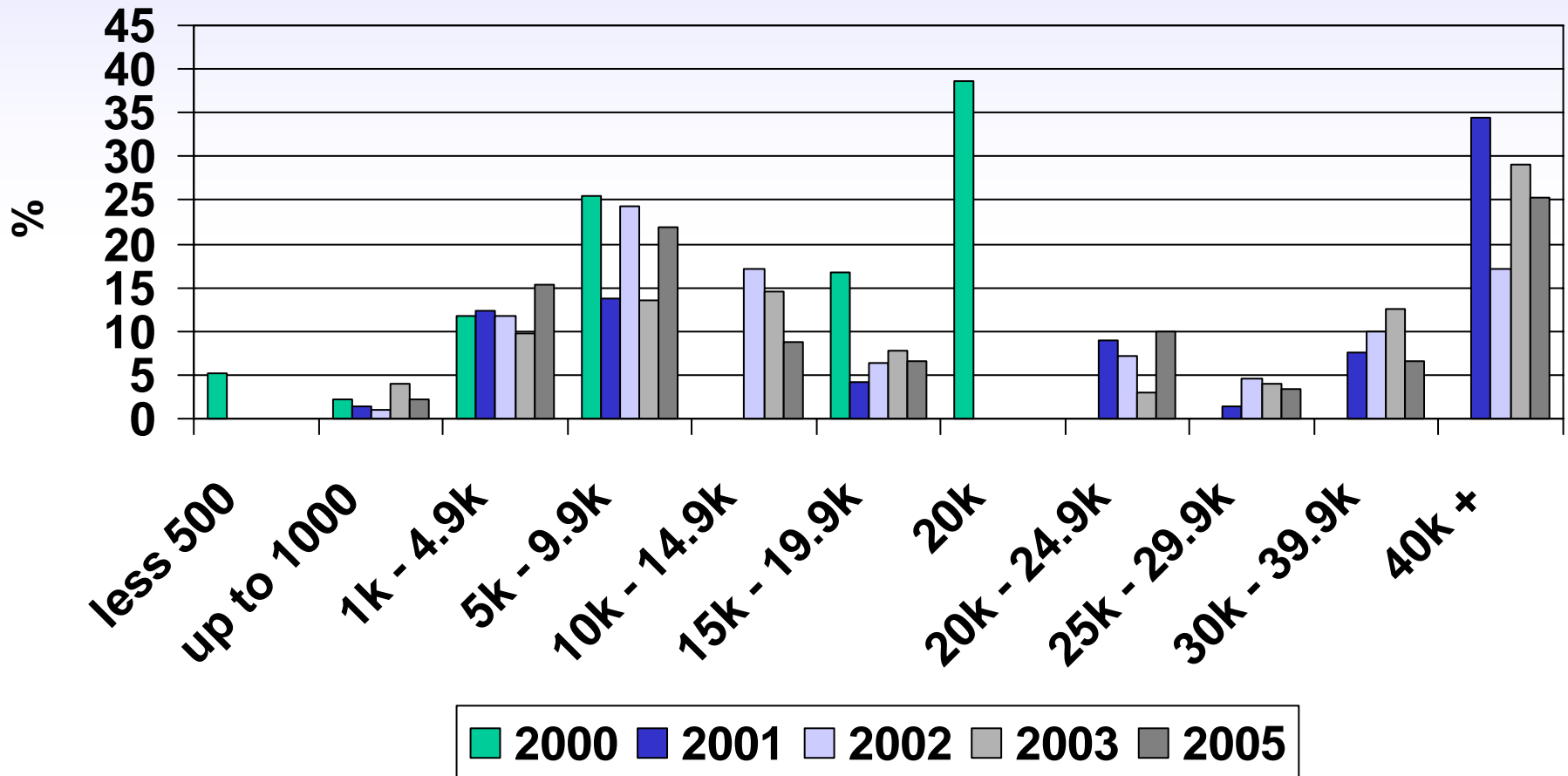
	2003	2005	
•	16.3%	12.1%	[5% incr]
•	4.7%	7.7%	[10% incr]
•	0	1.1%	[15% incr]
•	3.5%	8.8%	[15% +]

DECREASED Staff

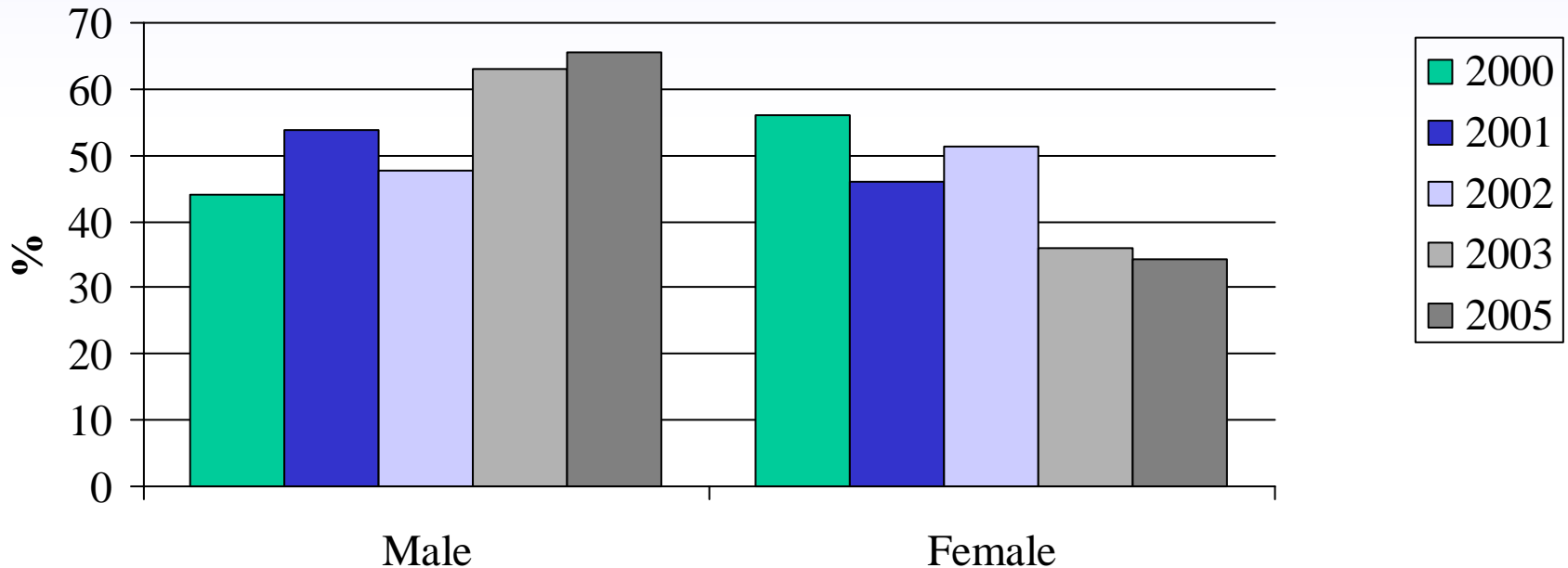
	2003	2005	
•	10.5%	3.3%	[5% decr]
•	11.6%	4.4%	[10% dec]
•	7.0%		[15% dec]
•	9.3%	7.7%	[15% +]

Number of Employees 2005

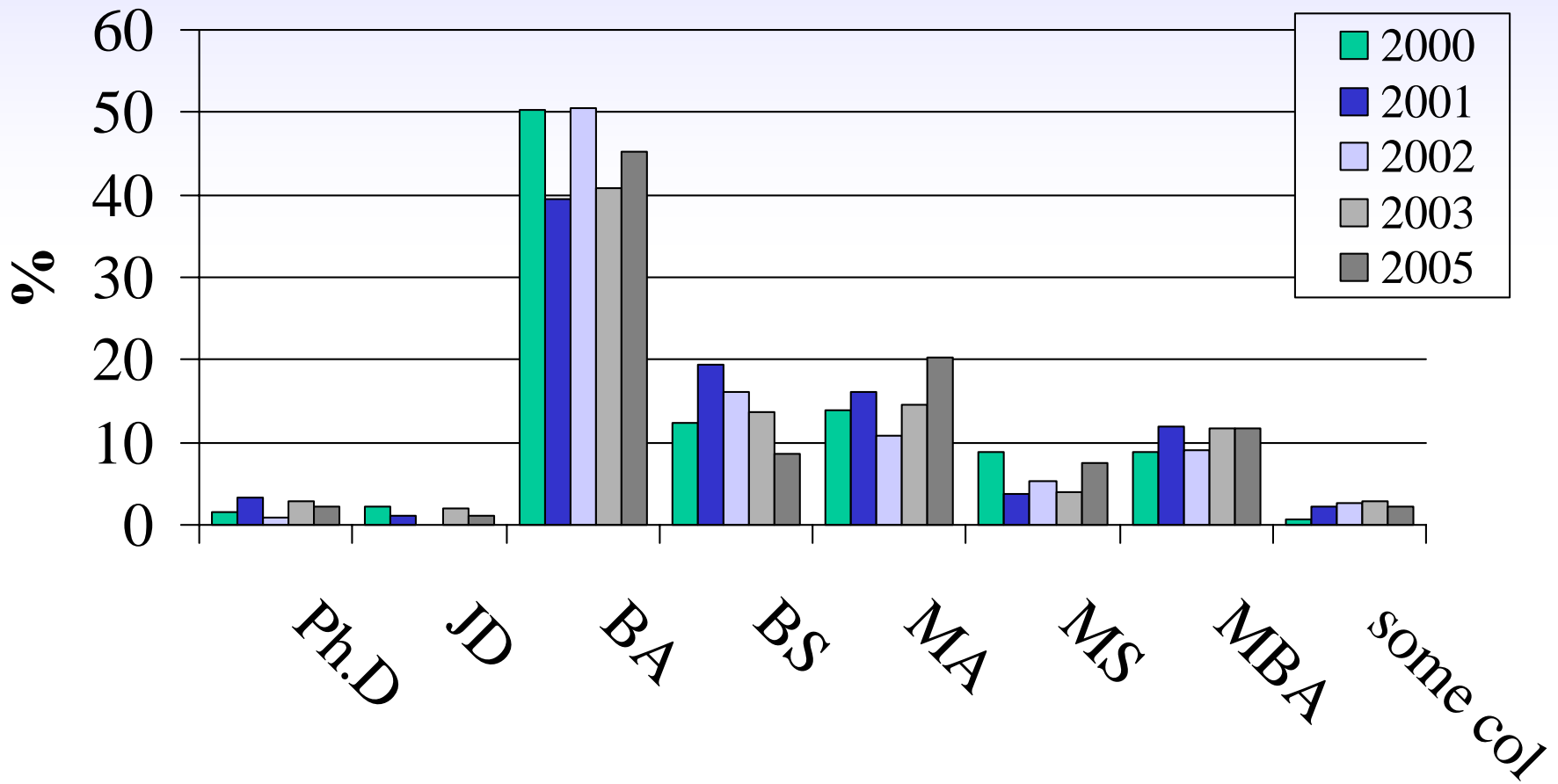
[Q#3]



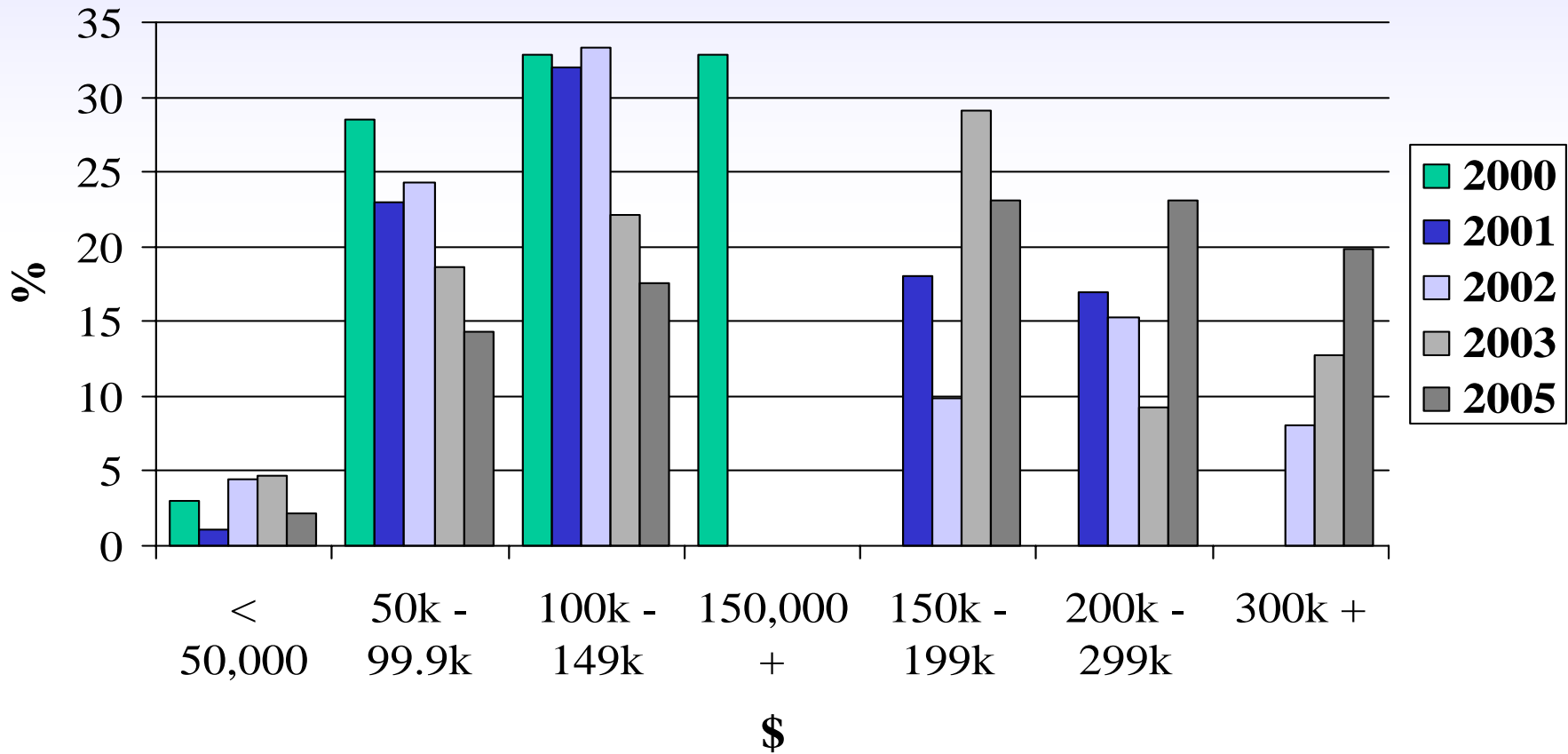
Gender -- Communication Executives 2005 [Q# 6]



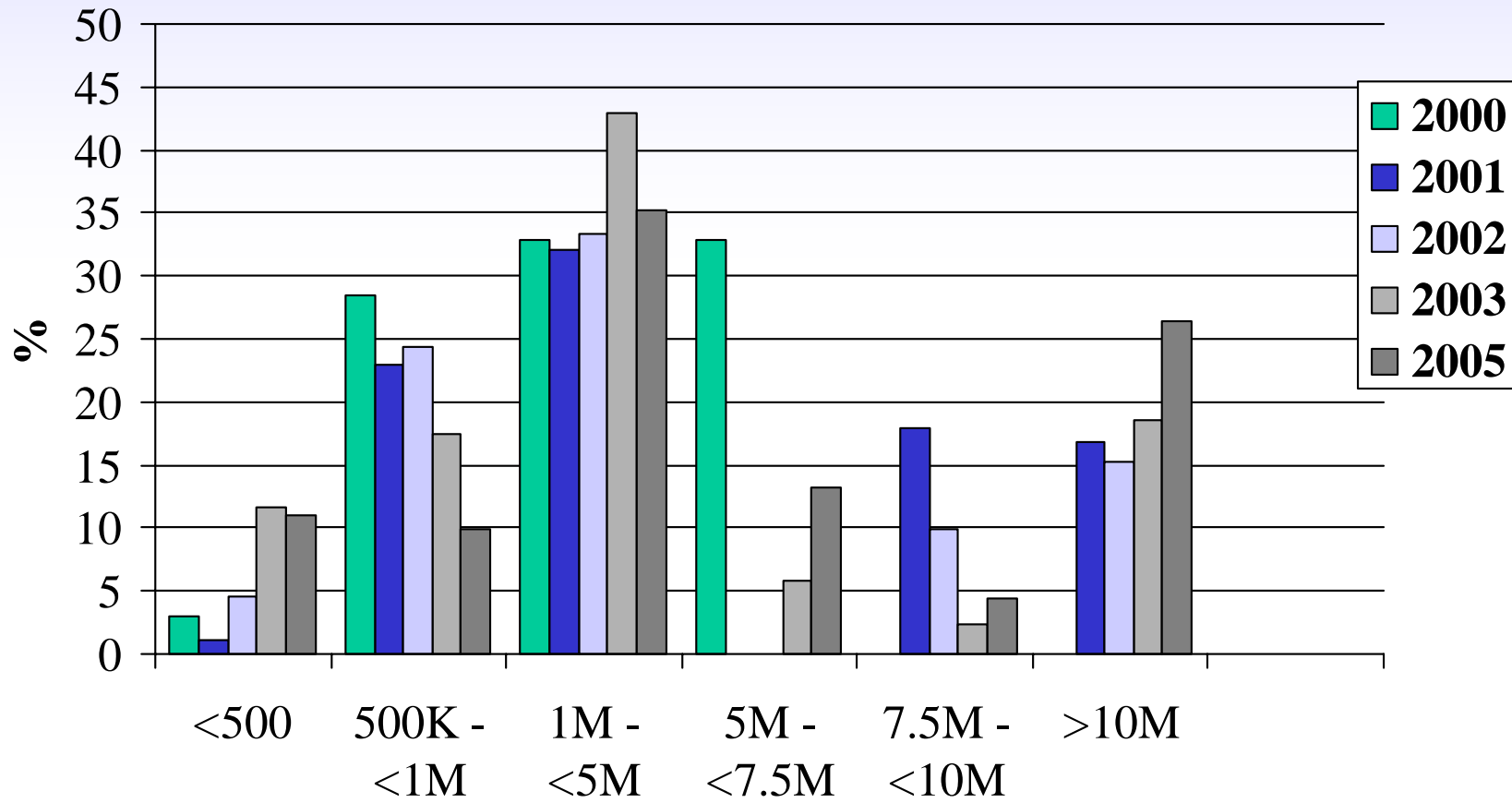
Education - Communication Executives 2005 [Q#8]



Salary 2005 [Q#10]

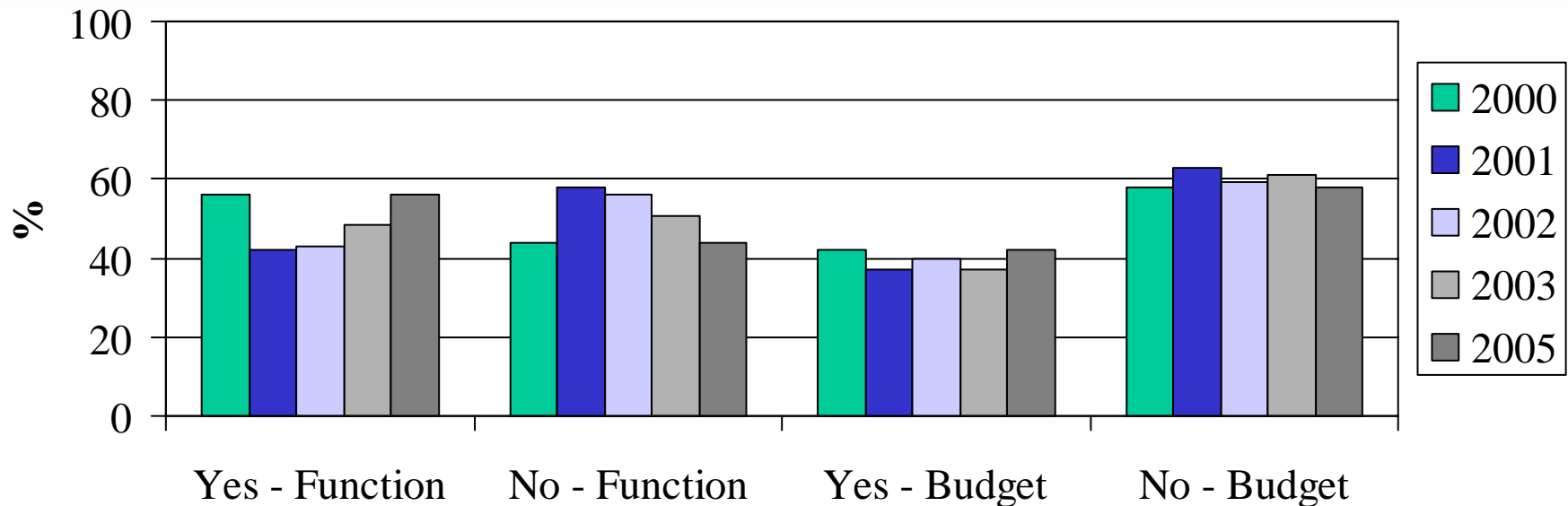


Corporate Communication Dollar Value 2005 [Q#17]



Corporate Communication Function & Budget (1) [Q13,16]

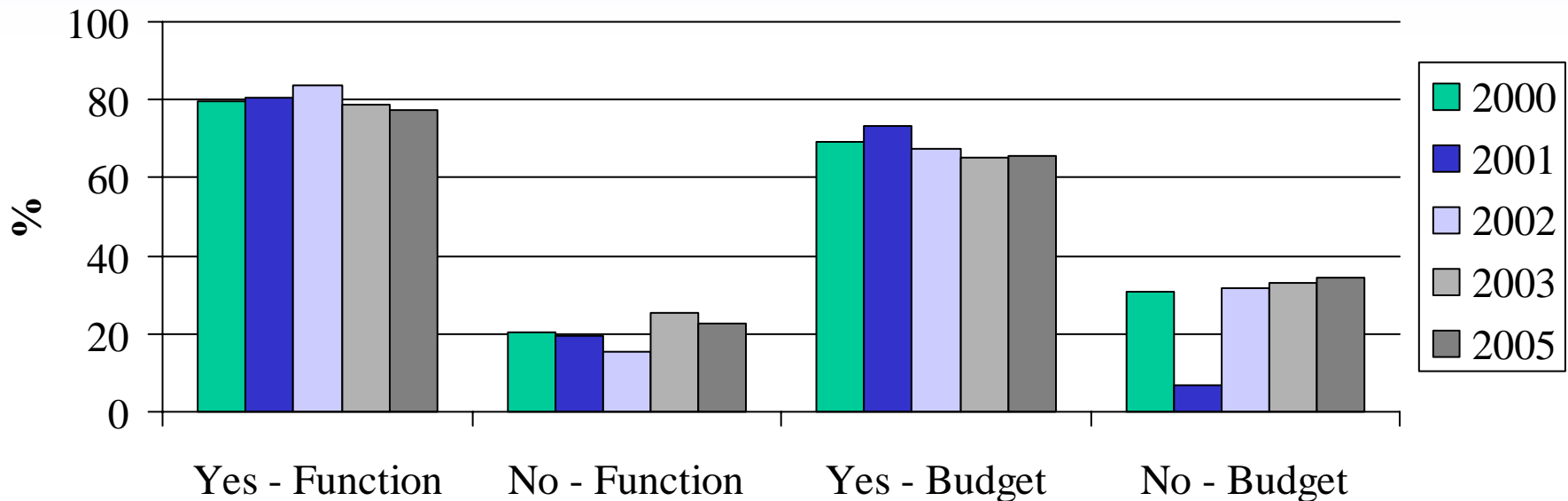
Advertising



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Function & Budget (2)[Q13,16]

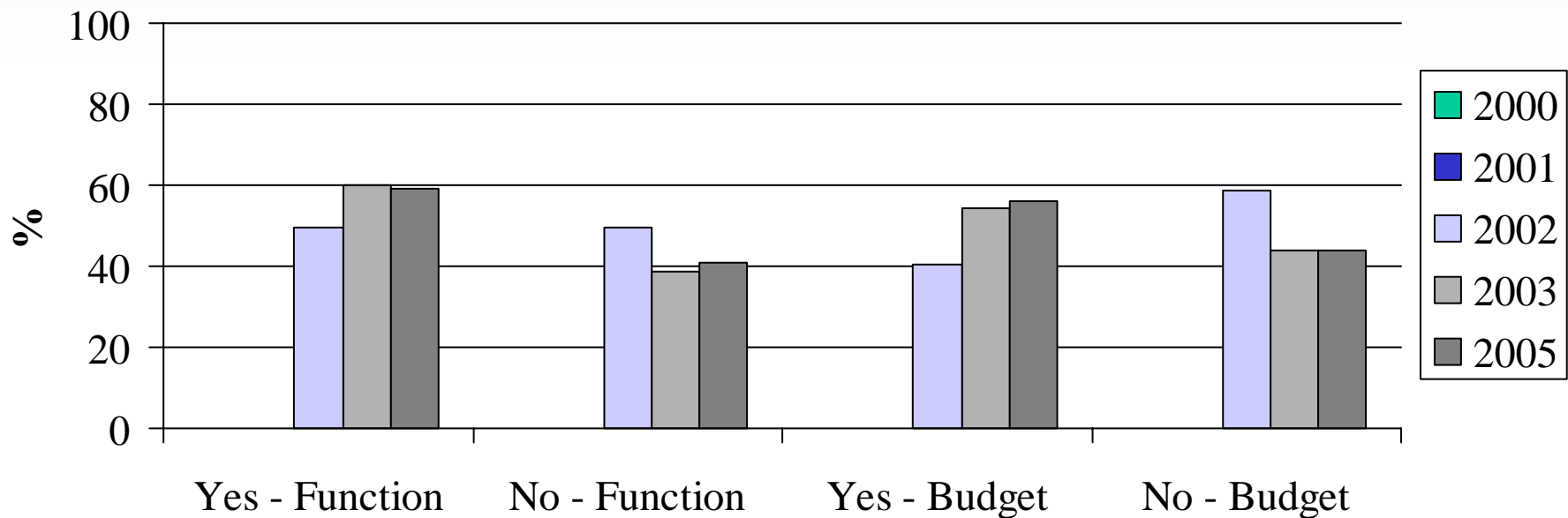
Annual Report



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget (3) [Q13,16]

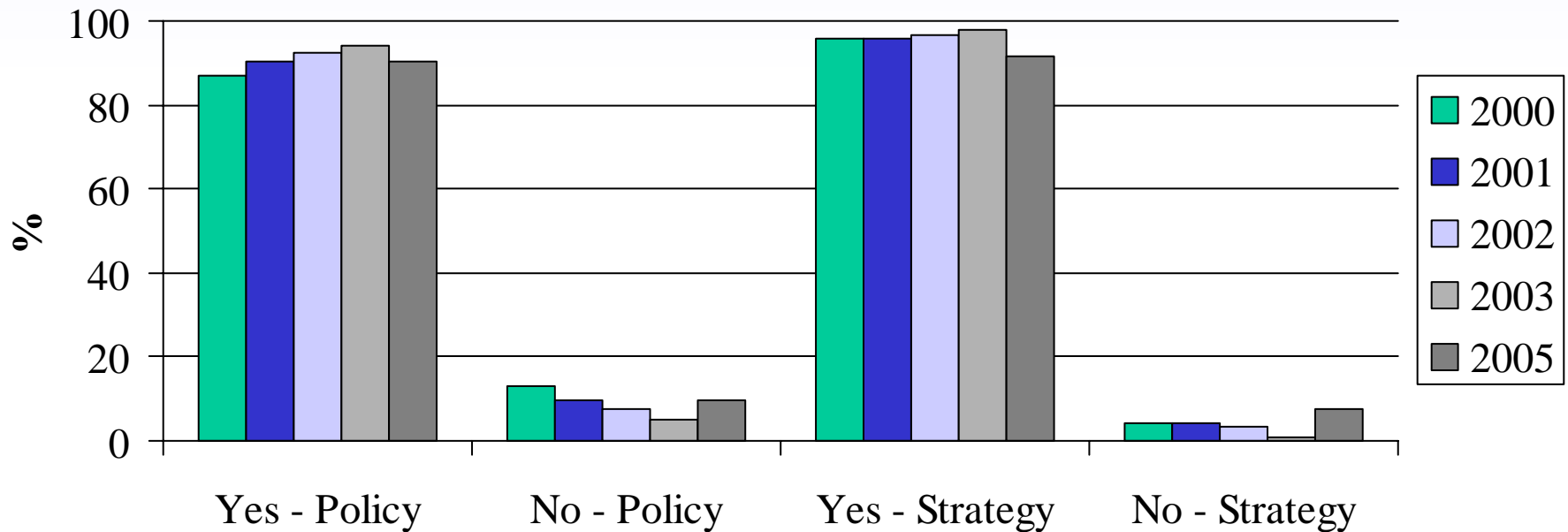
Brand Strategy (new --2002)



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions (4) [Q13]

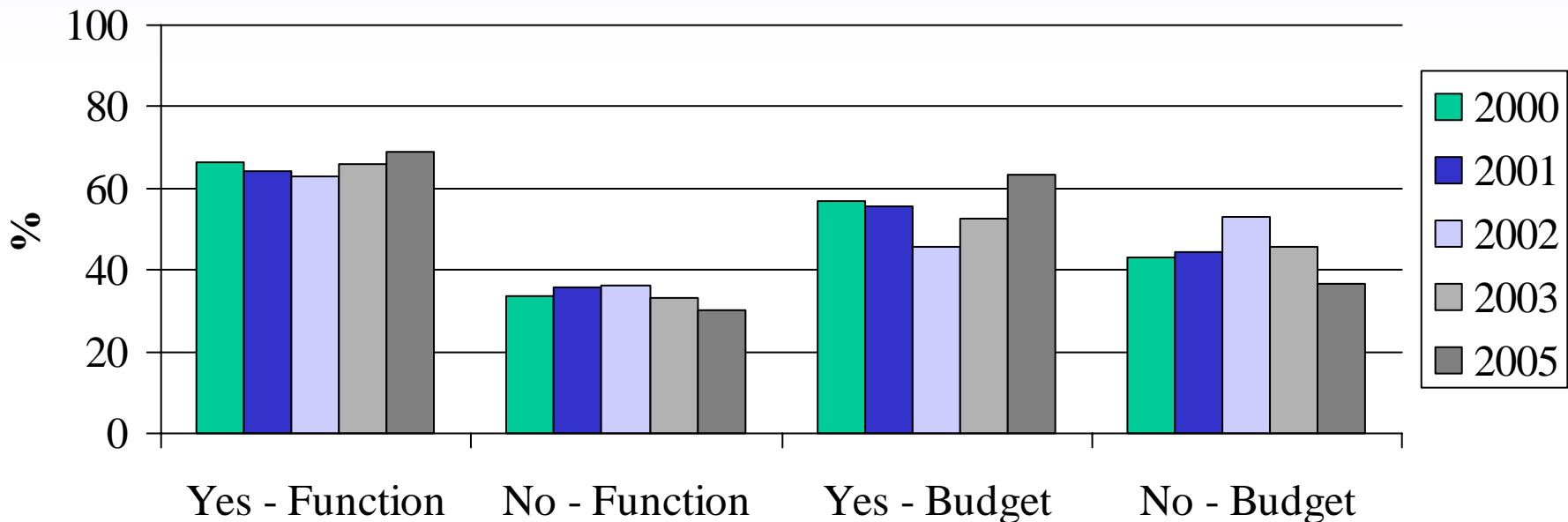
Communication Policy & Strategy



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget (5) [Q13,16]

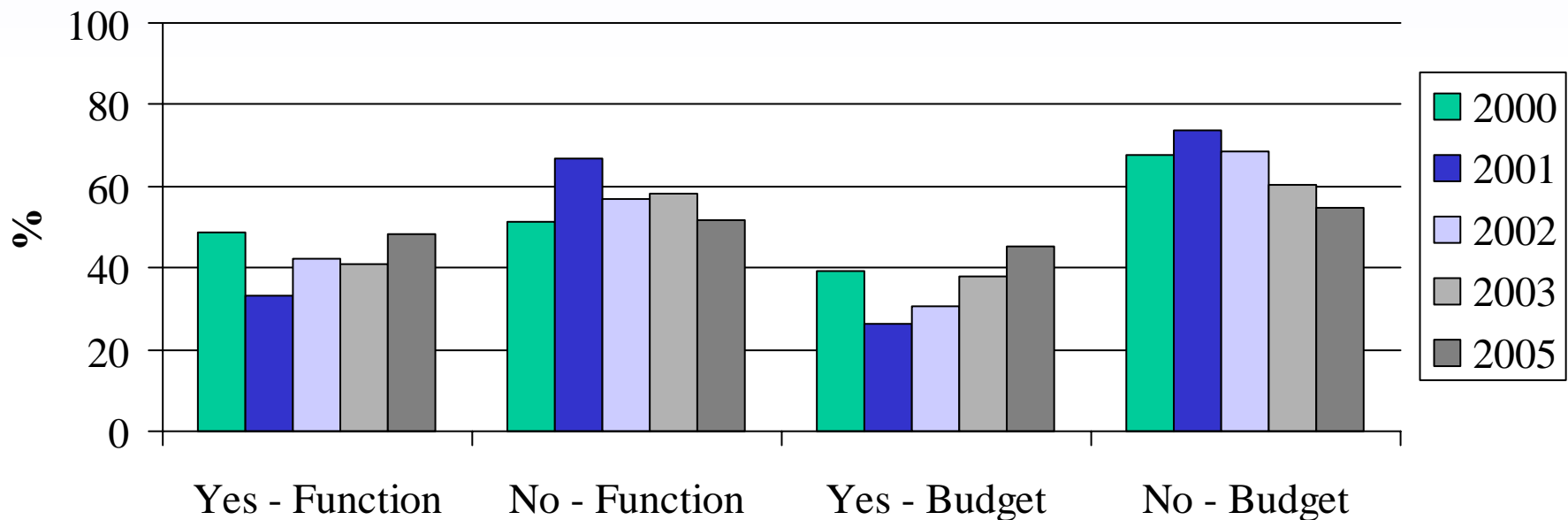
Community Relations



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget (6) [Q13,16]

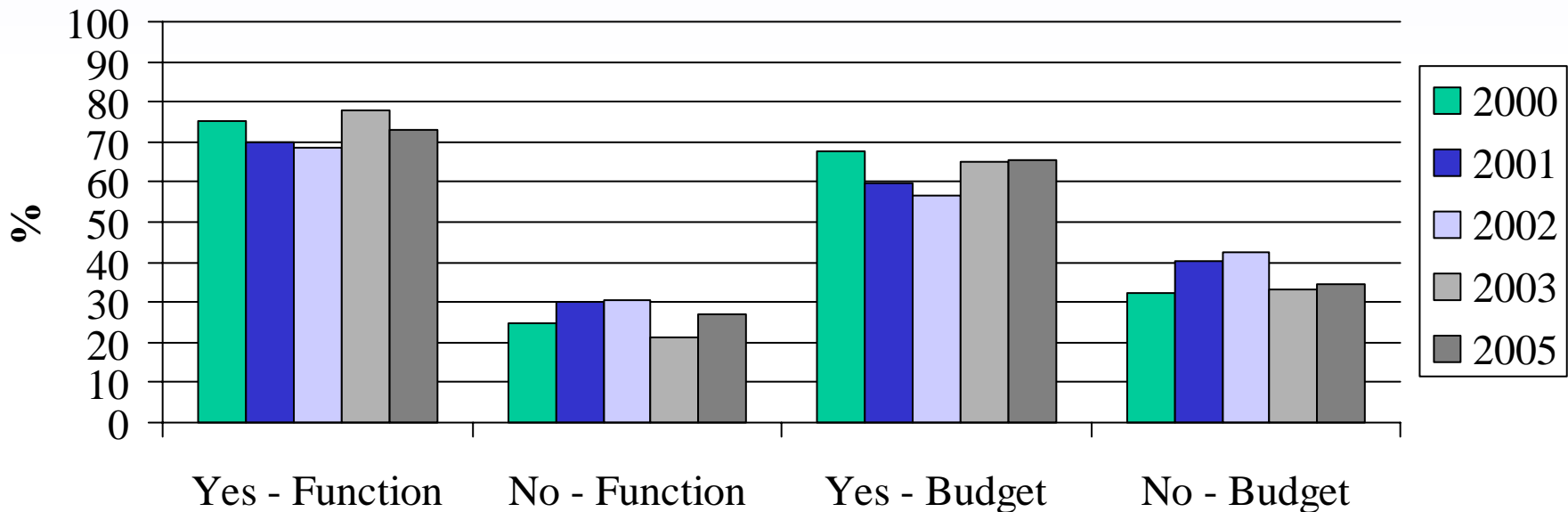
Corporate (Organizational) Culture



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget (7) [Q13,16]

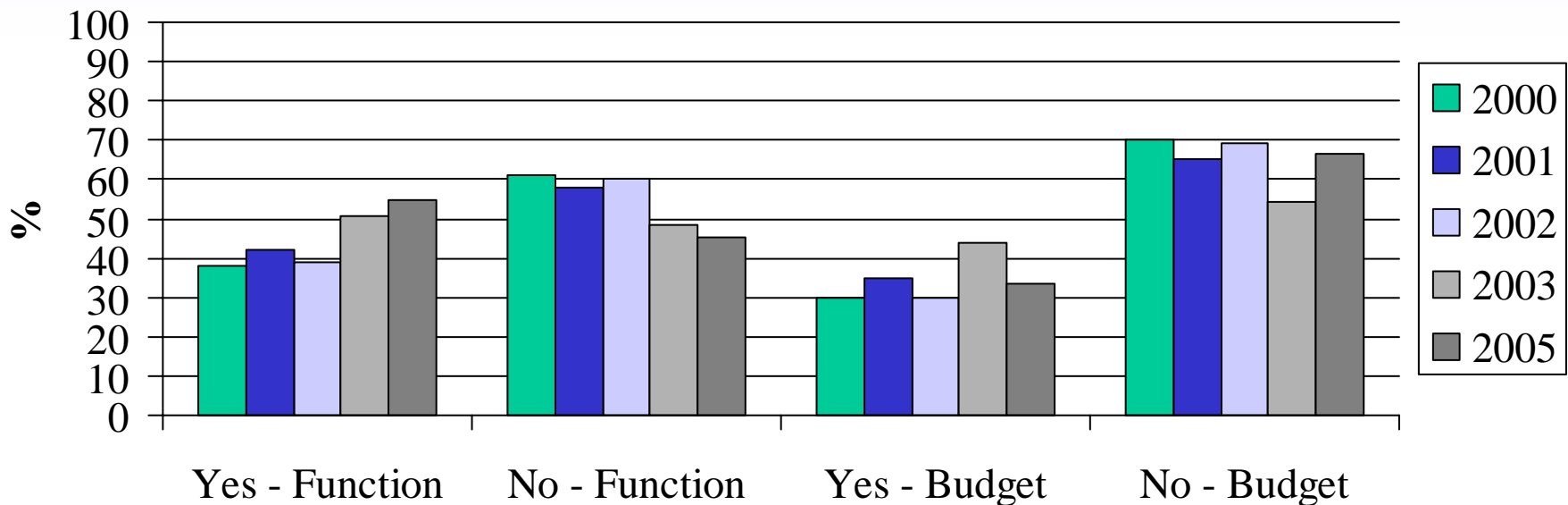
Corporate Identity



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget (8) [Q13,16]

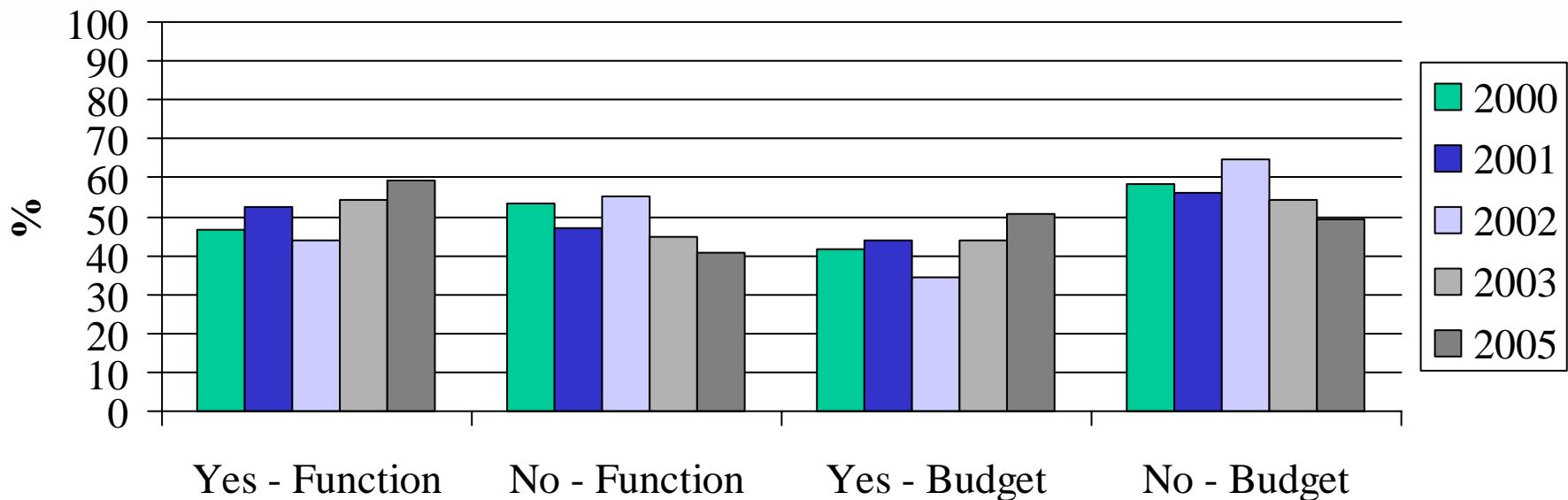
Mission Statement



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget (9) [Q13,16]

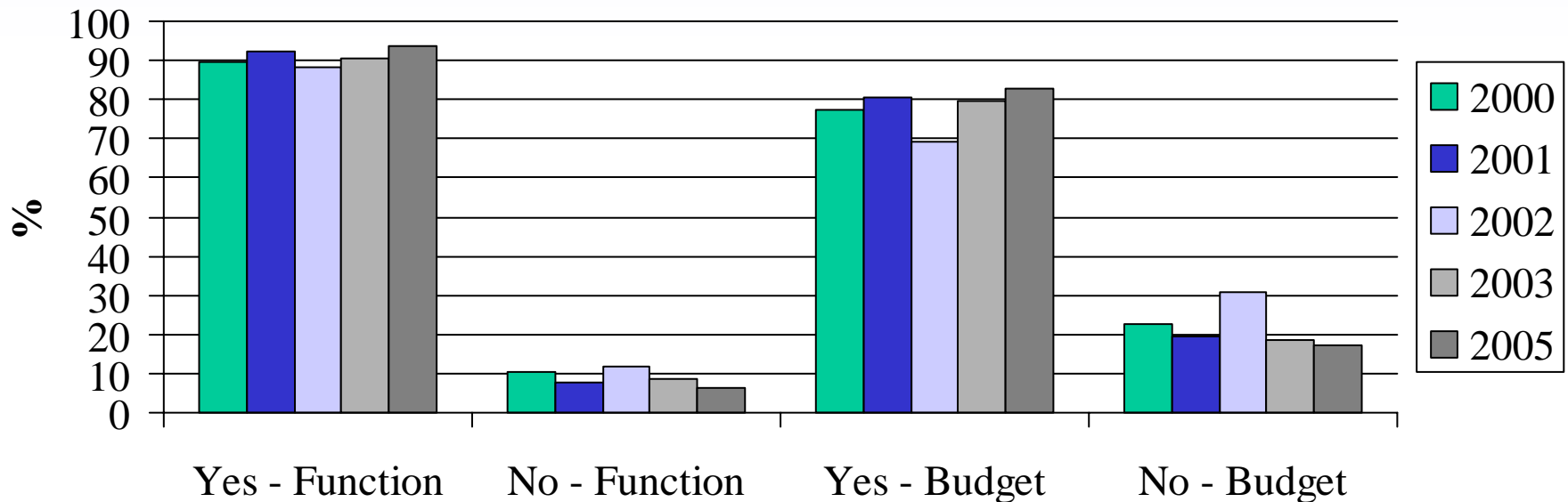
Philanthropy (Citizenship)



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget(10)[Q13,16]

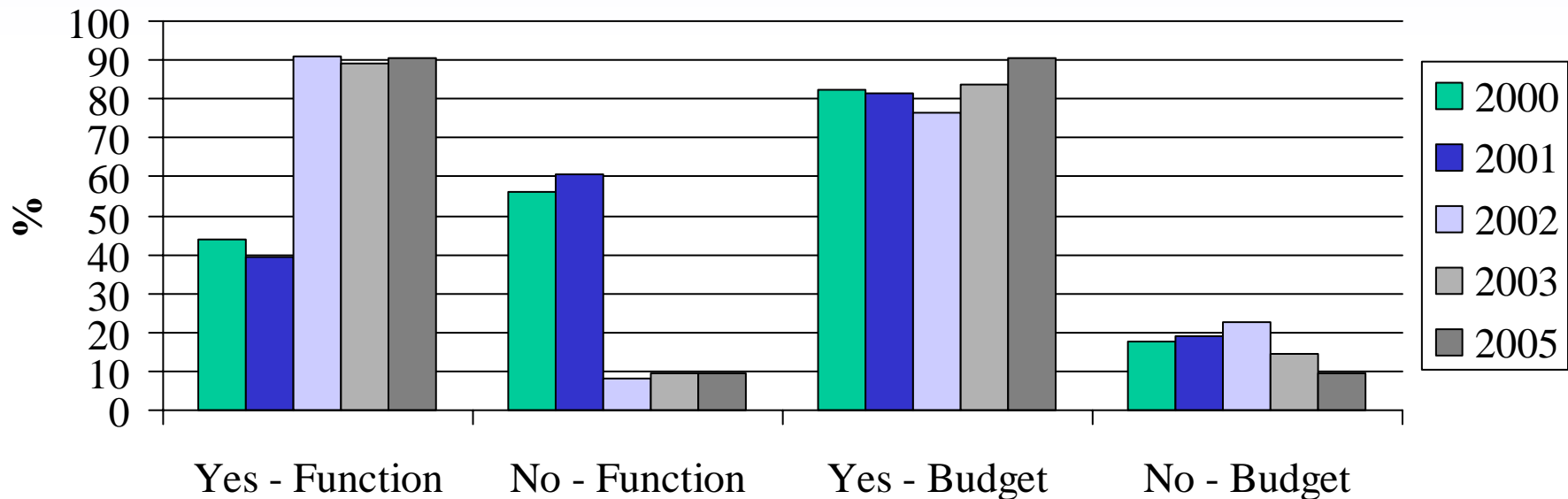
Crisis & Emergency



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget(11)[Q13,16]

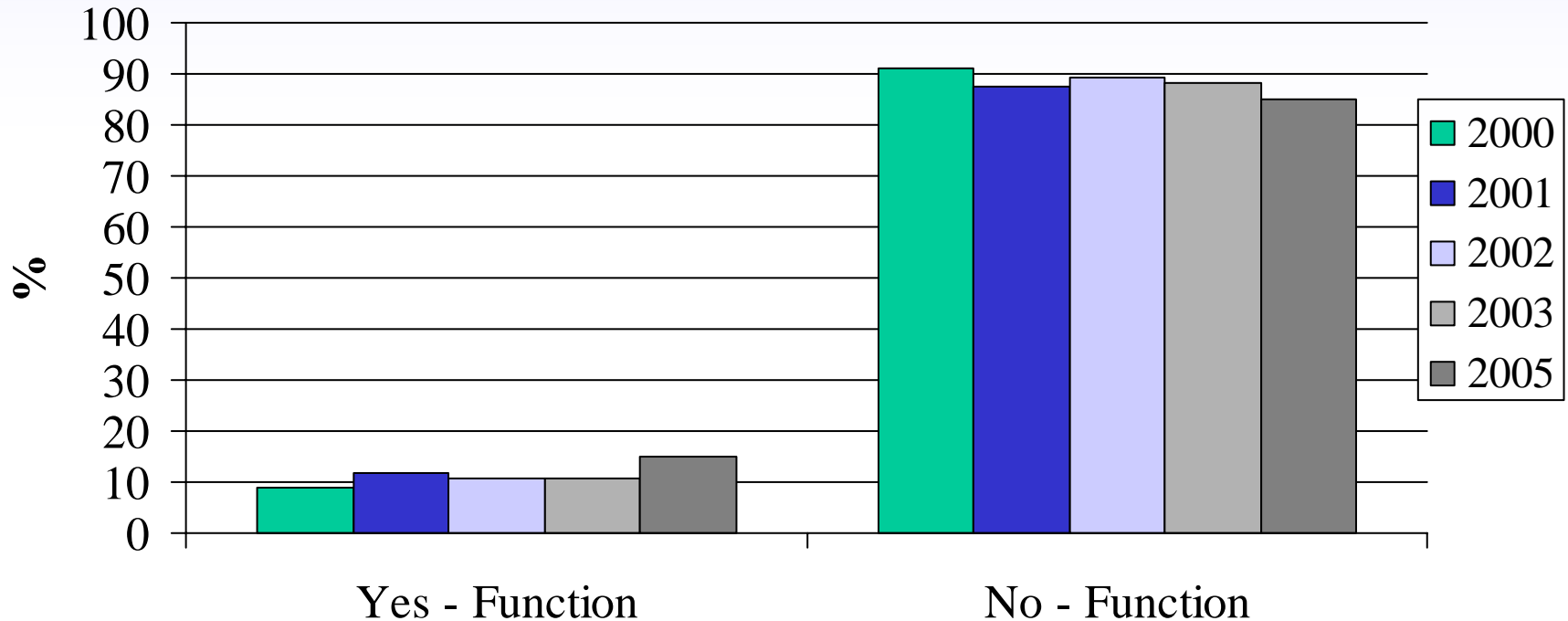
Employee Relations



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget(12)[Q13,16]

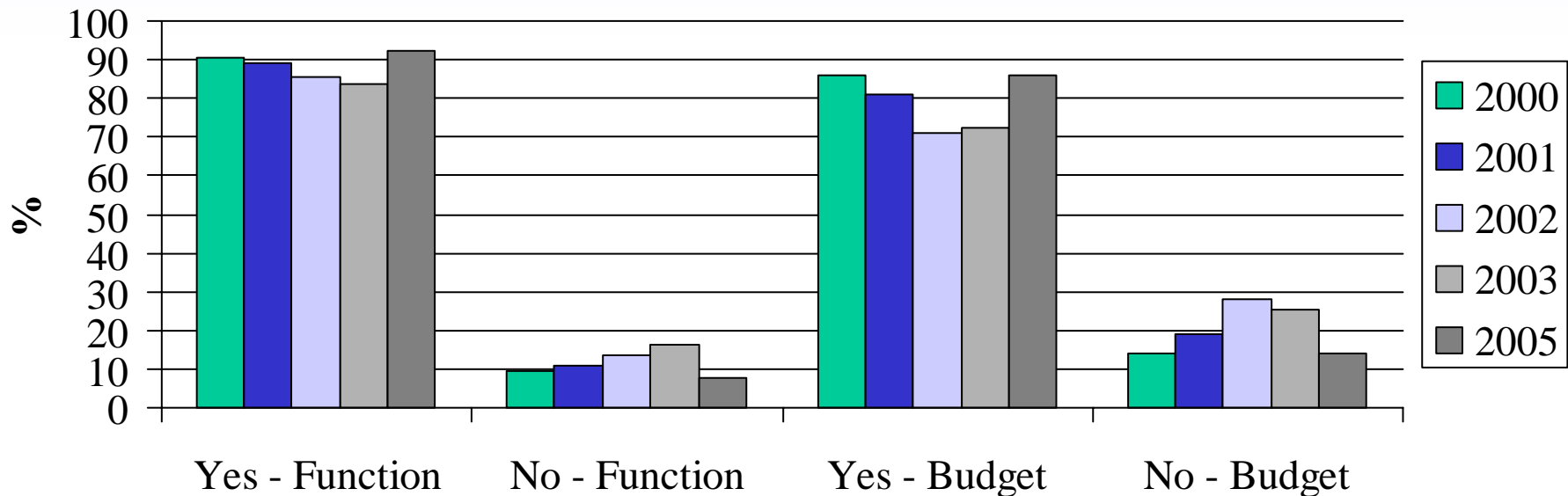
Ethics Code



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communications Functions & Budget(13)[Q13,16]

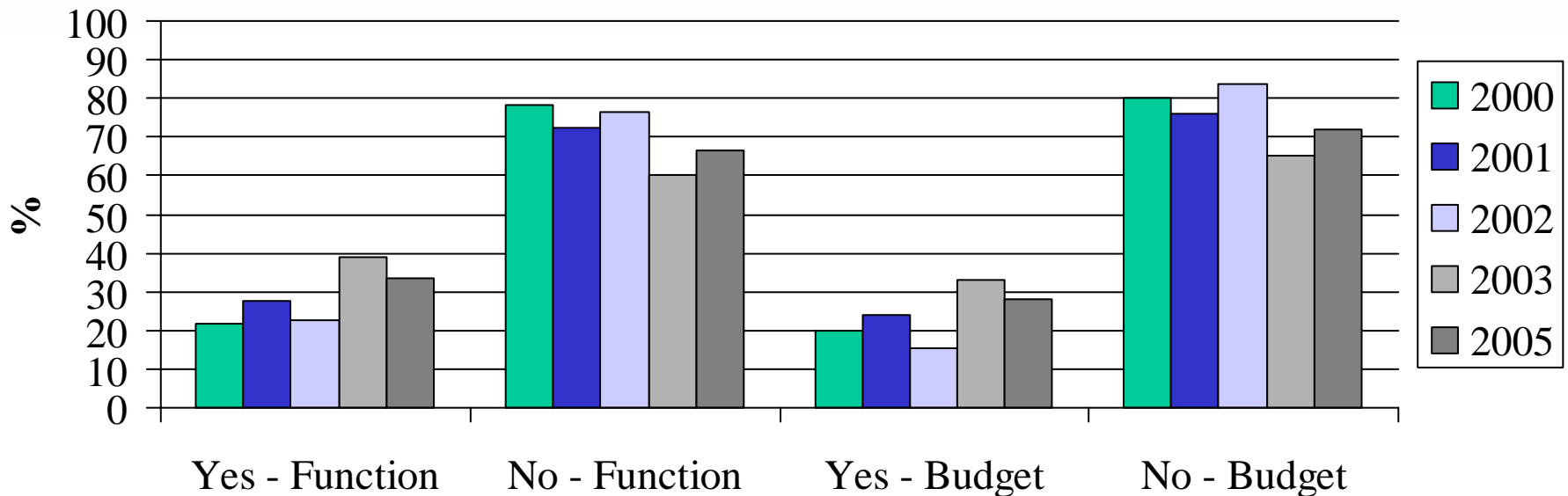
Executive Speeches



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget(14)[Q13,16]

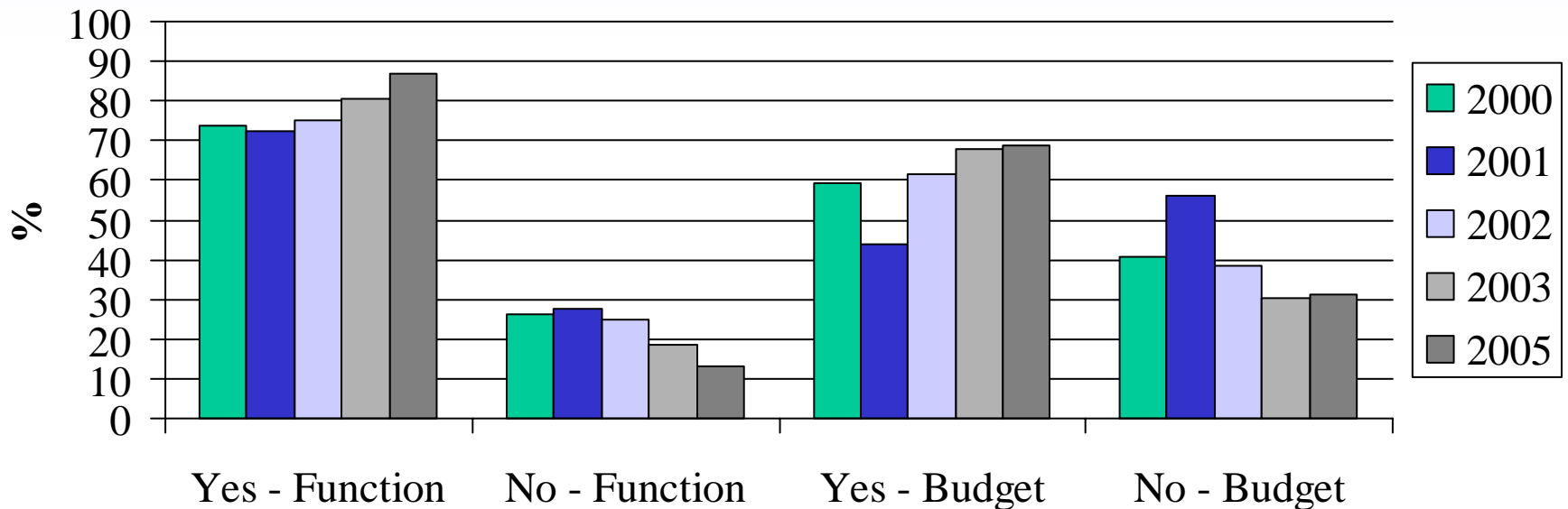
Government Relations



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget(15)[Q13,16]

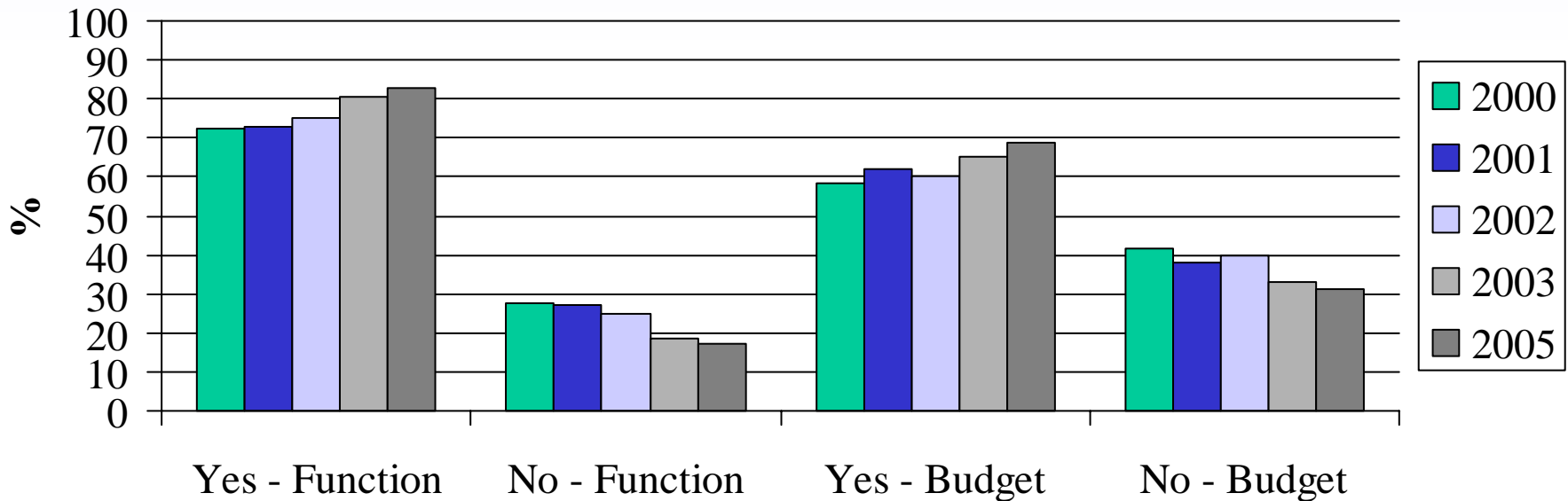
Internet Site



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget(16)[Q13,16]

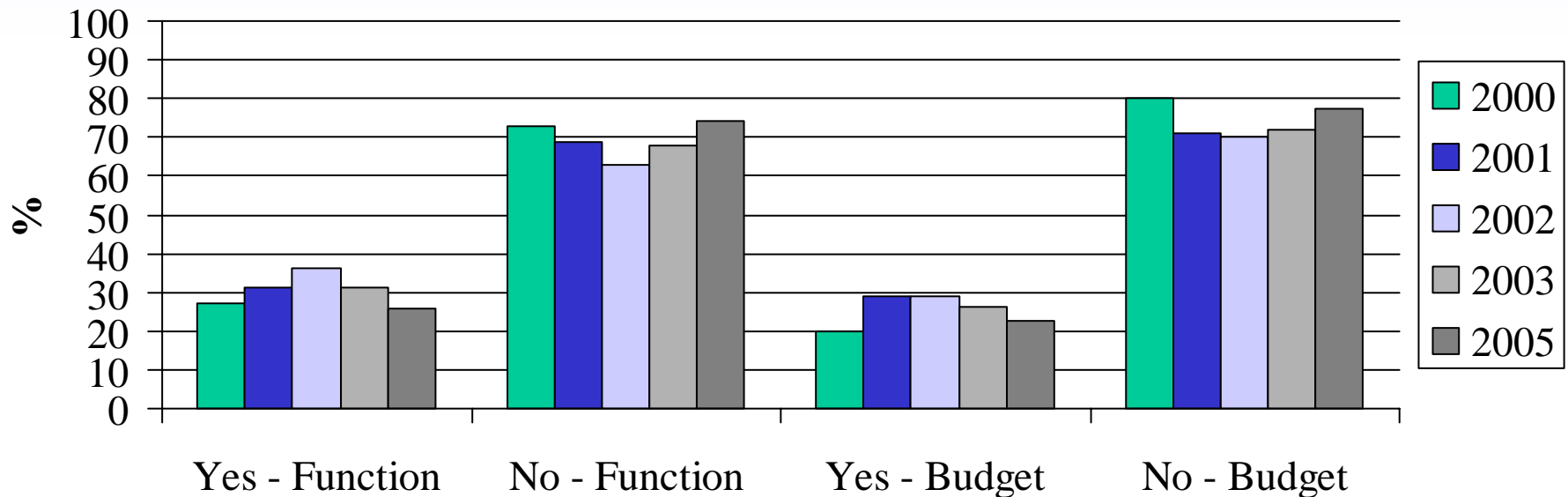
Intranet Site



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget(17)[Q13,16]

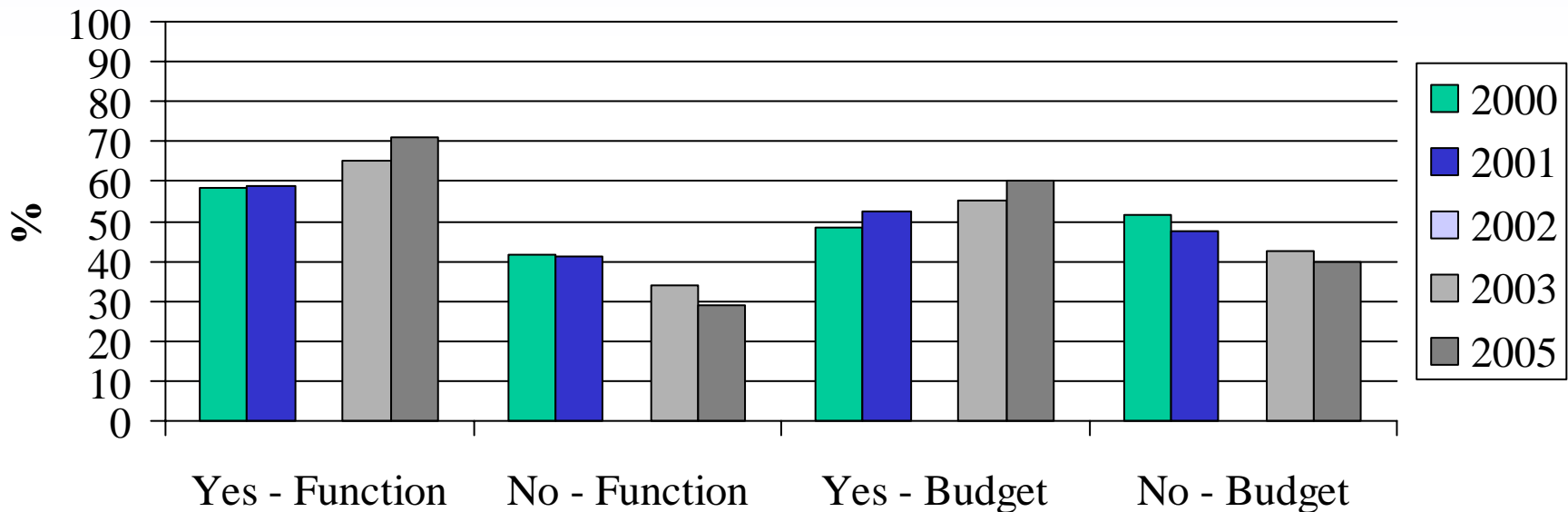
Investor Relations



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget(18)[Q13,16]

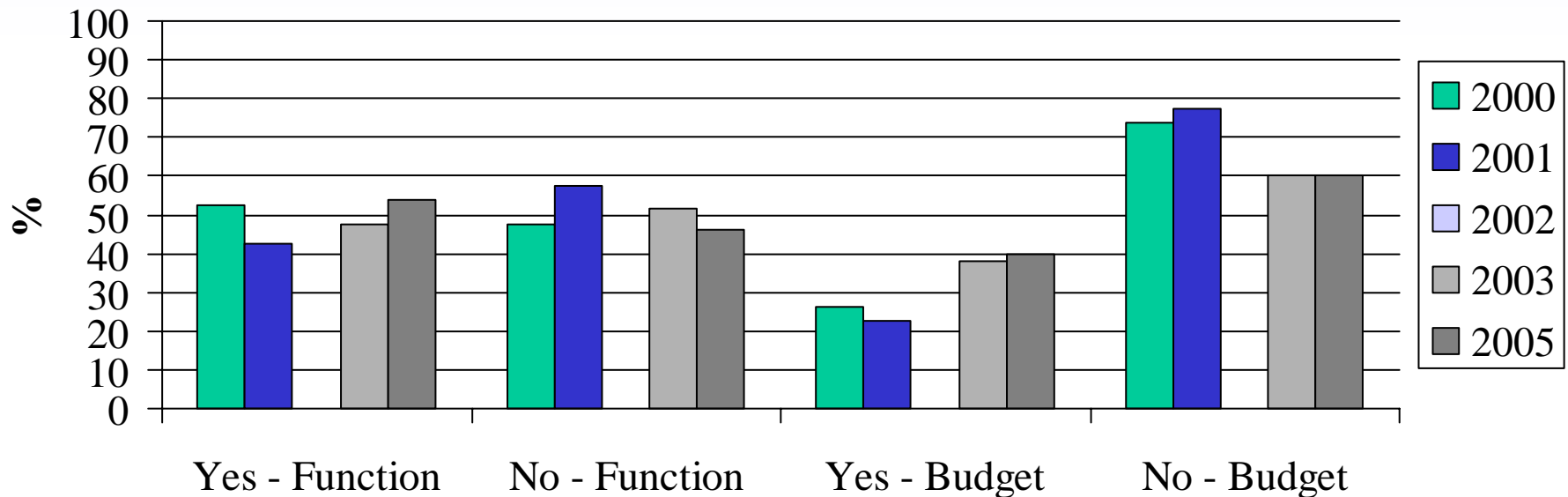
Issues Management



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget(19)[Q13,16]

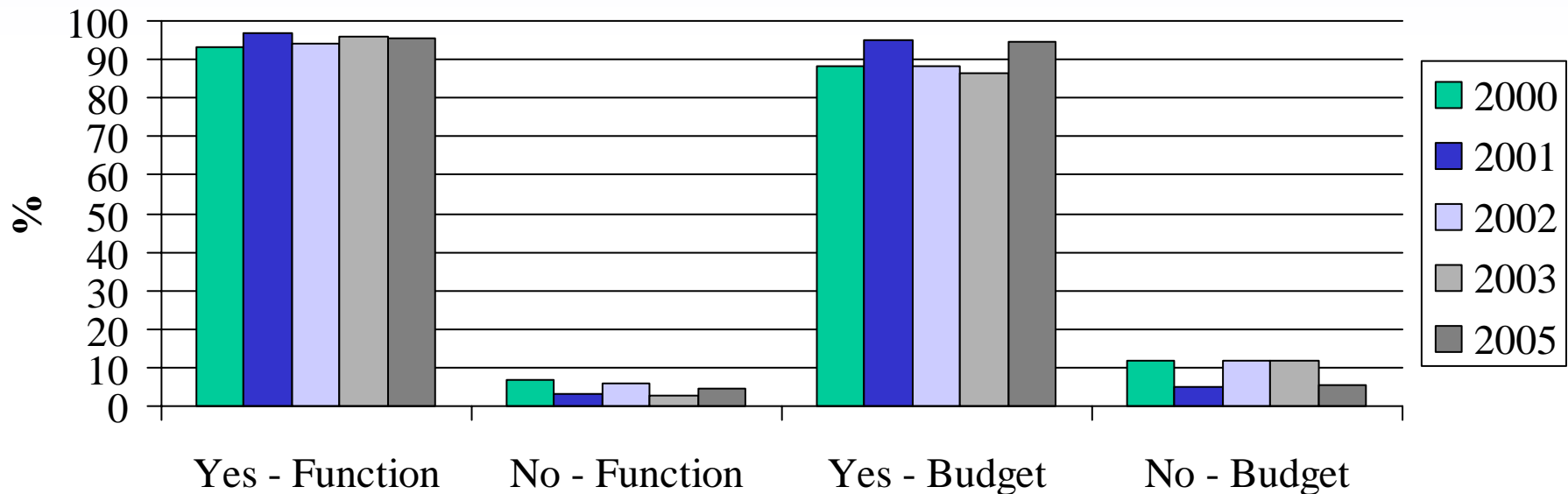
Marketing Communications



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget(20)[Q13,16]

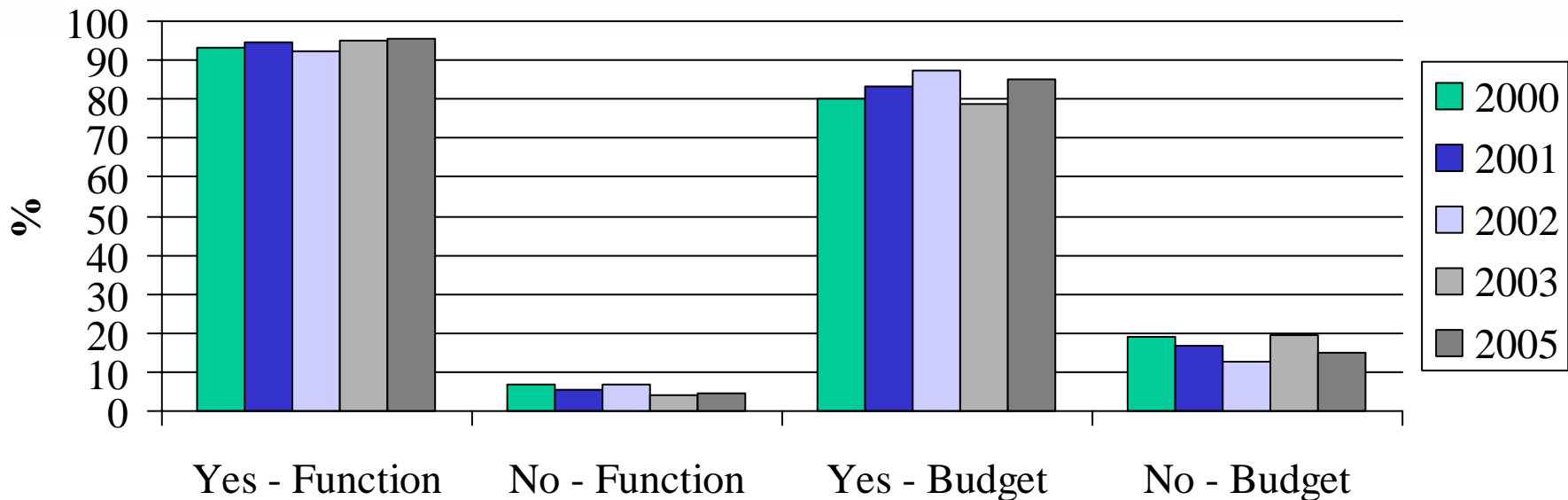
Media Relations



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget(21)[Q13,16]

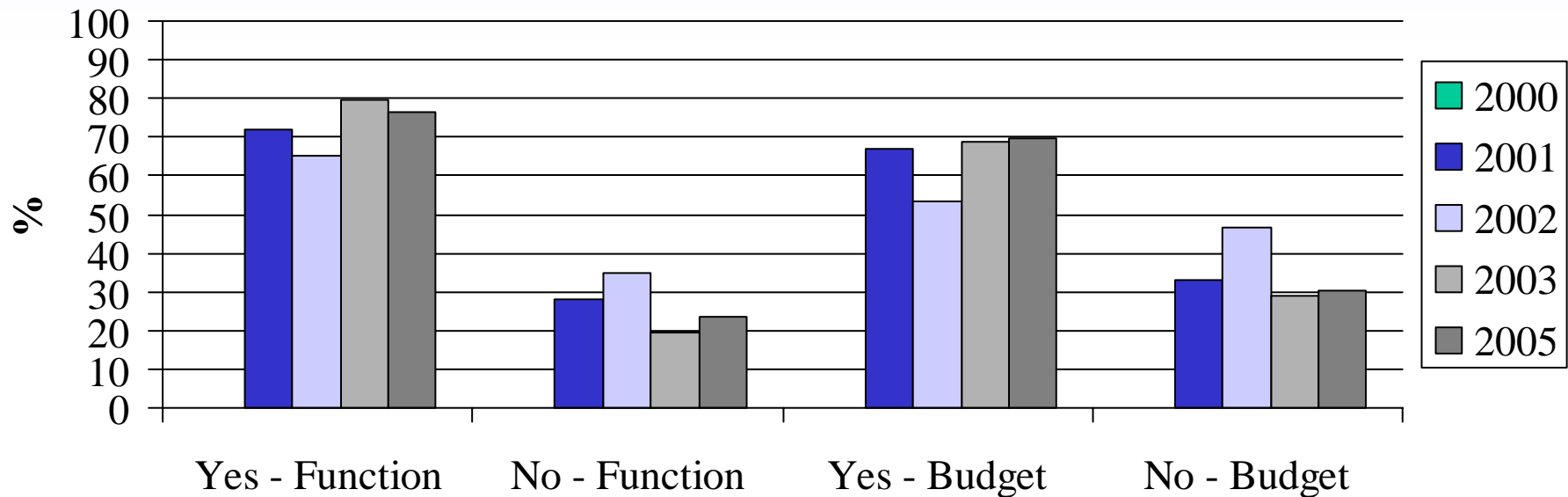
Public Relations



* Statistics Show If Respondents Own The Function and Its Related Budget

Corporate Communication Functions & Budget(22)[Q13,16]

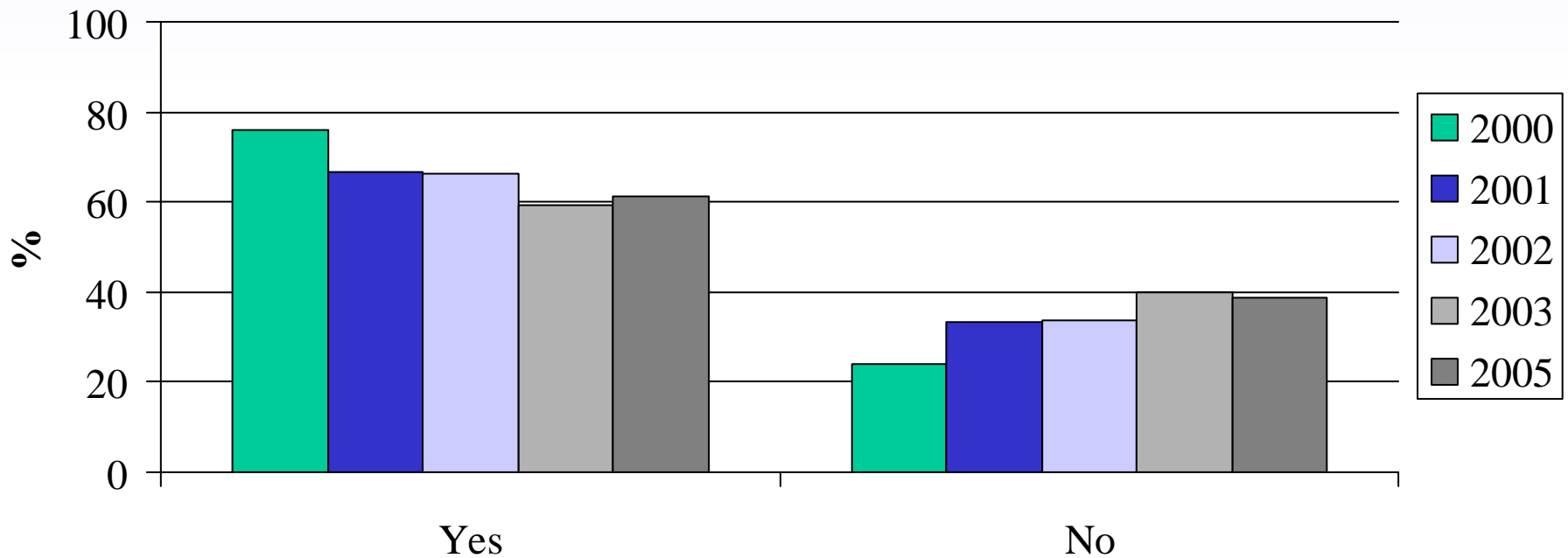
Reputation Management



* Statistics Show If Respondents Own The Function and Its Related Budget

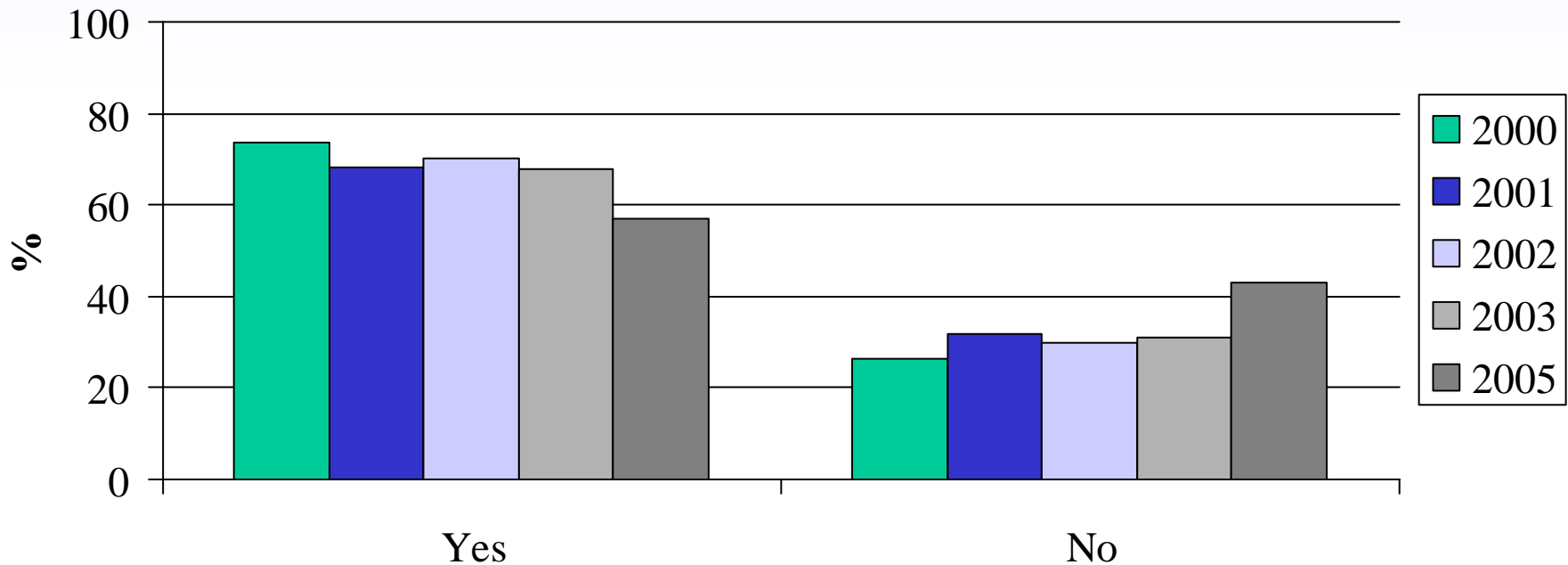
Agency & Vendor Use (1)[Q22]

Advertising



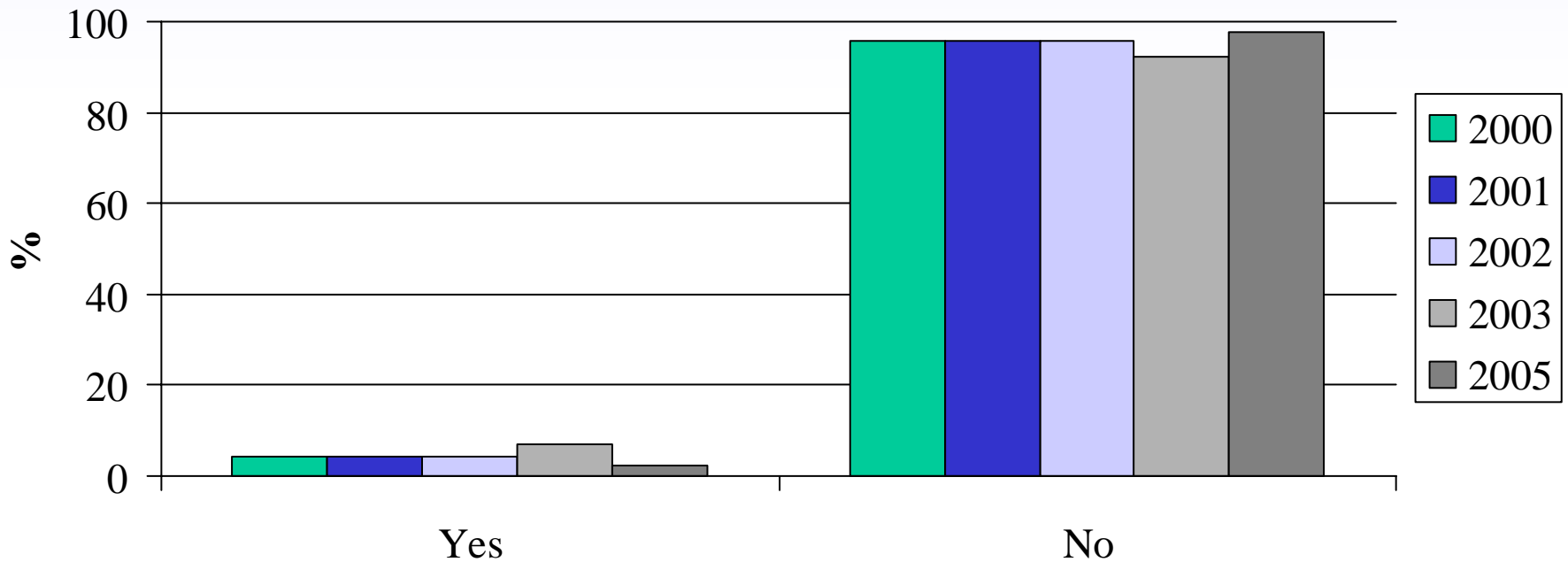
Agency & Vendor Use (2) [Q22]

Annual Report



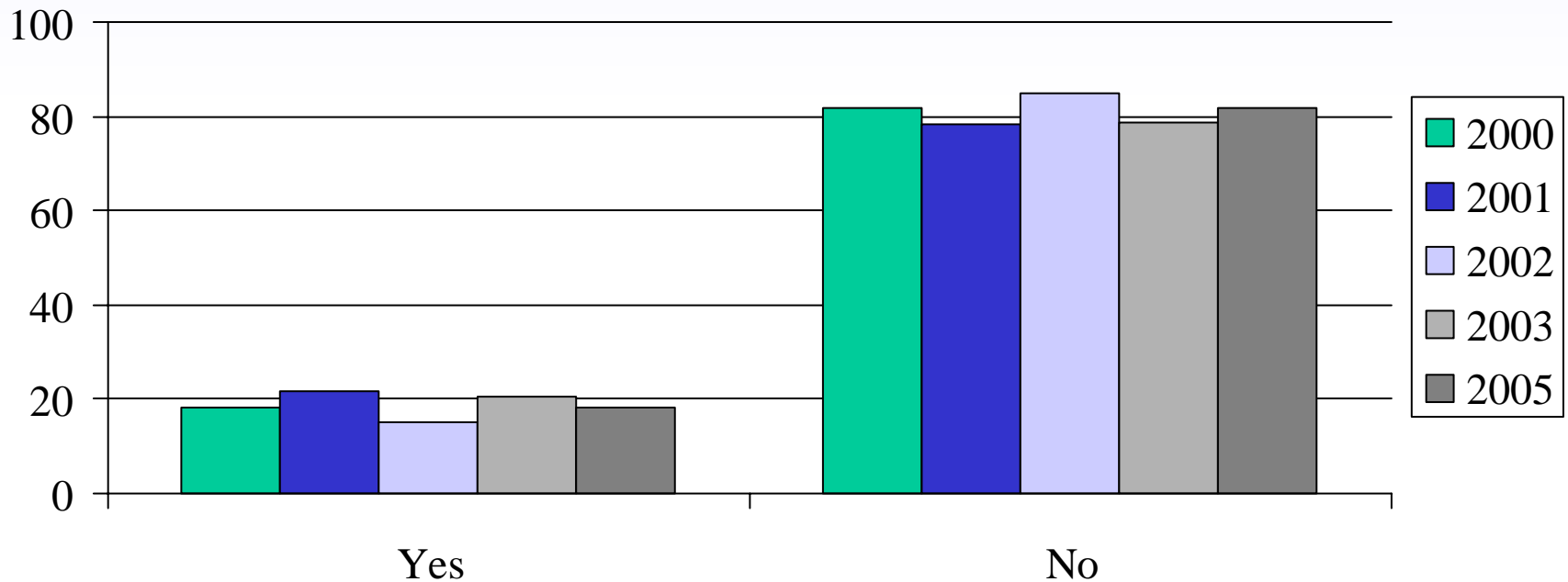
Agency & Vendor Use (3)[Q22]

Policy



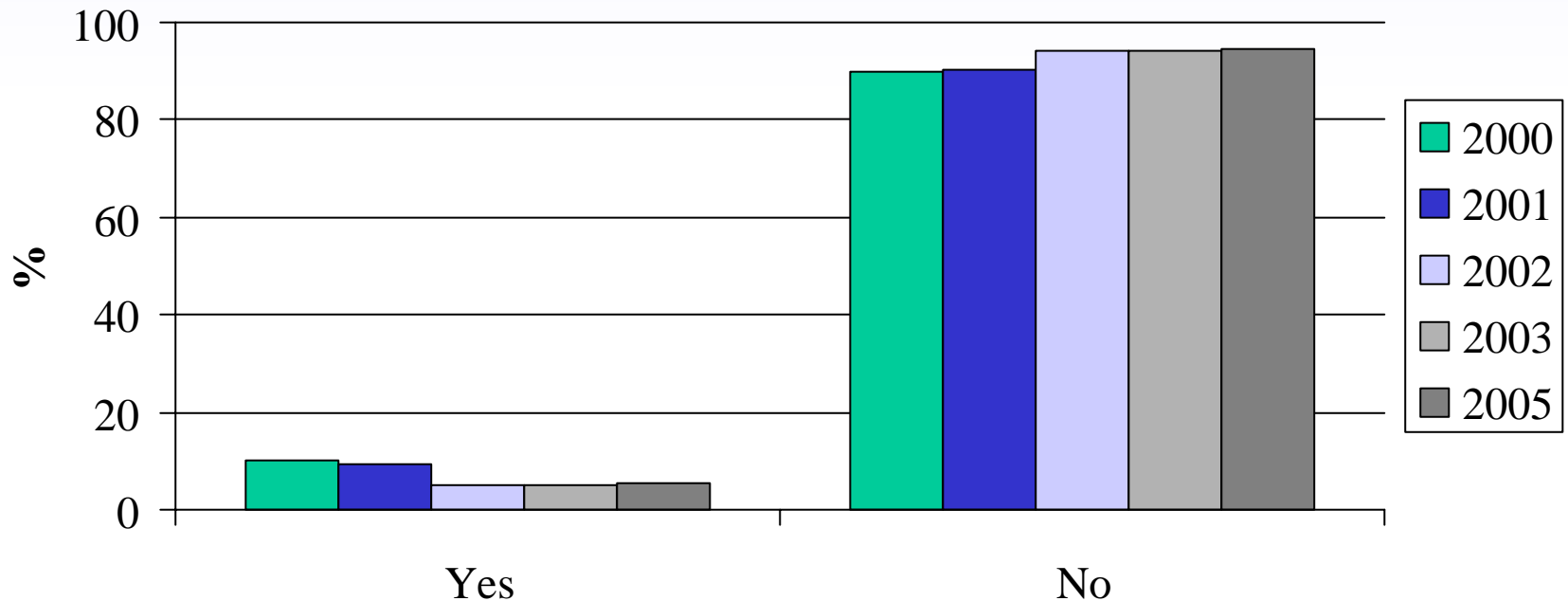
Agency & Vendor Use (4) [Q22]

Strategy



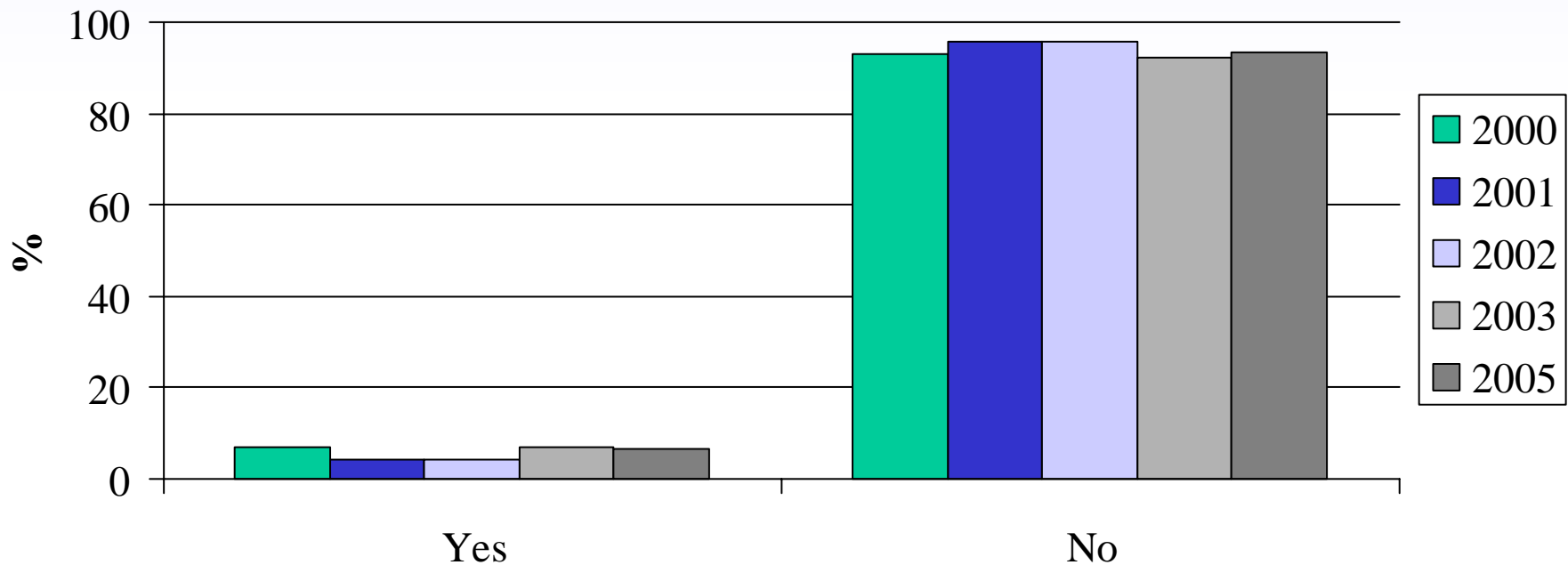
Agency & Vendor Use (5) [Q22]

Community Relations



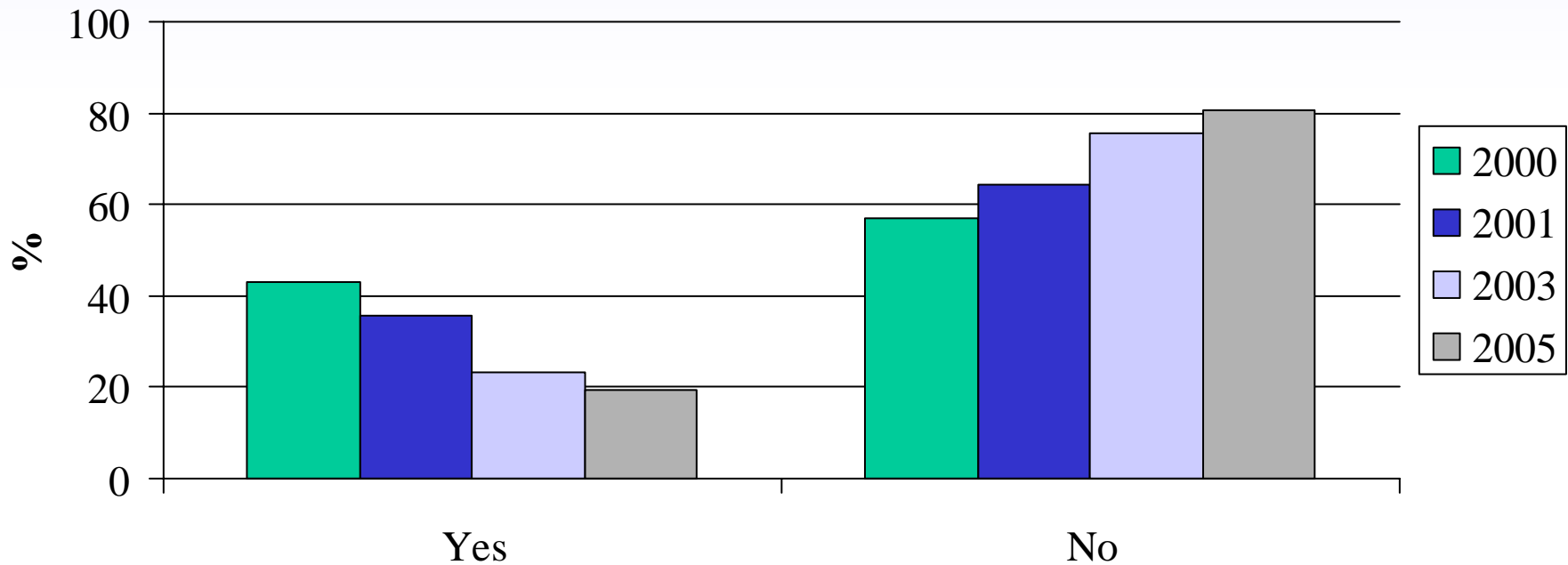
Agency & Vendor Use (6) [Q22]

Corporate Culture



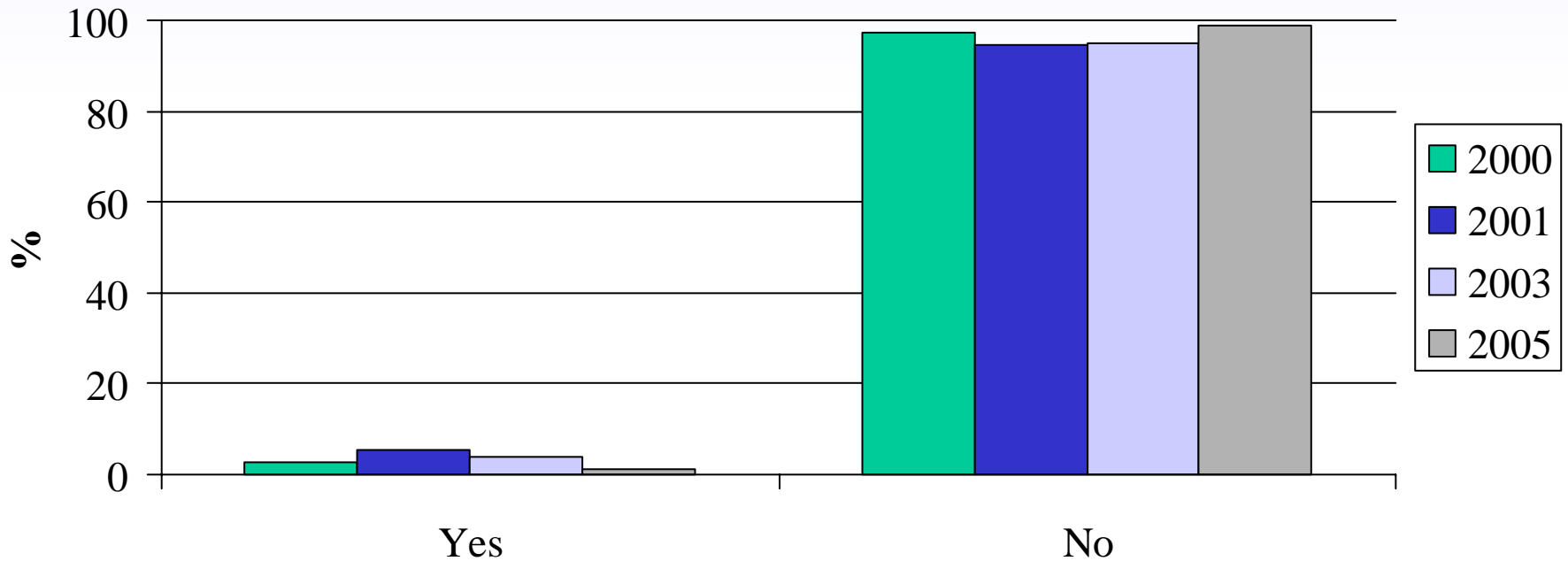
Agency & Vendor Use (7) [Q22]

Corporate Identity



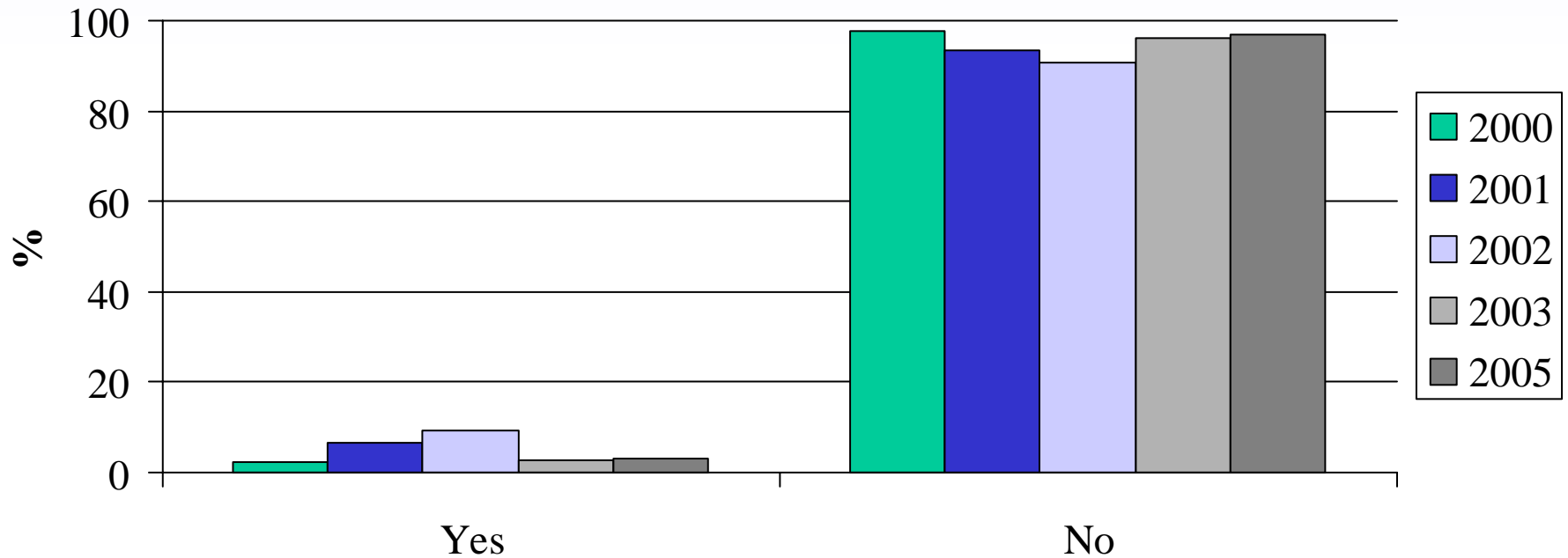
Agency & Vendor Use (8) [Q22]

Mission Statement



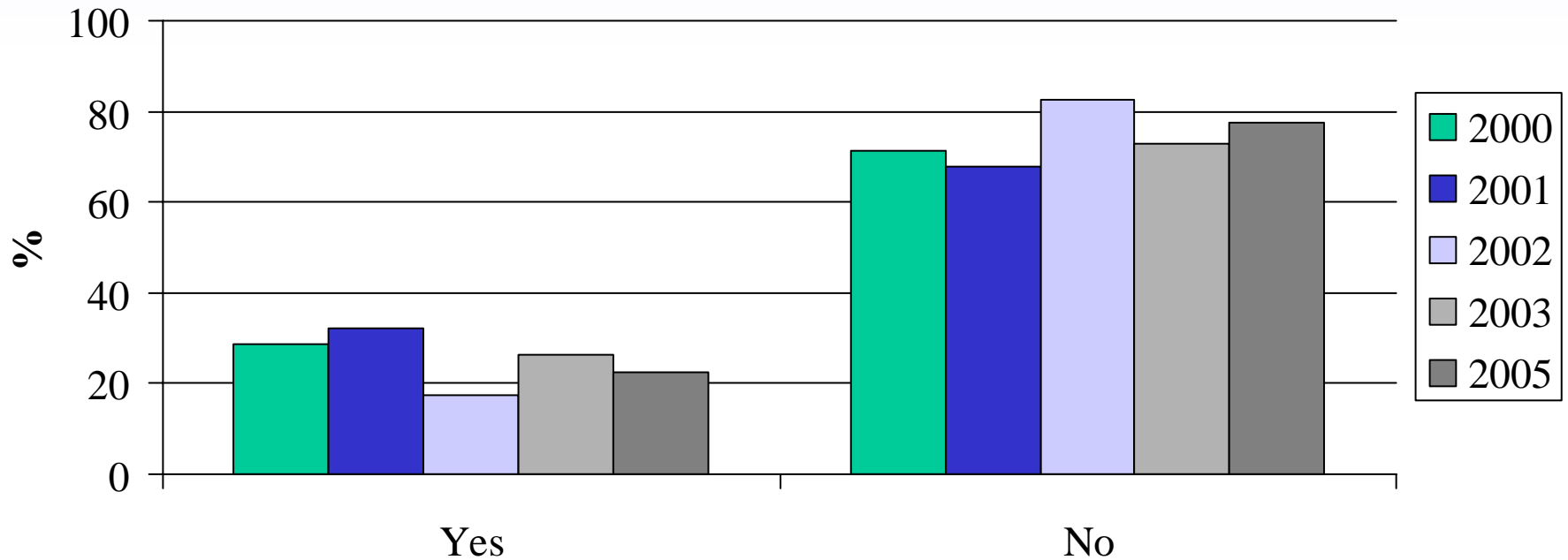
Agency & Vendor Use (9) [Q22]

Citizenship



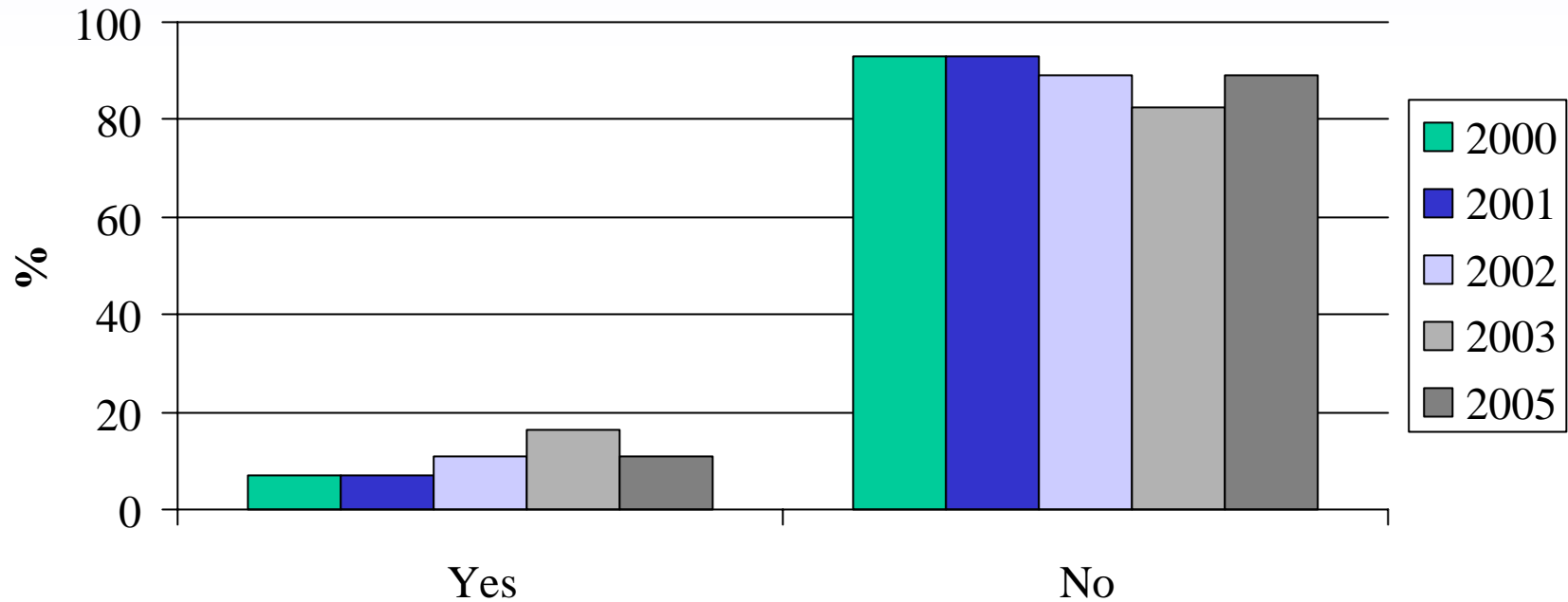
Agency & Vendor Use(10)[Q22]

Crisis & Emergency



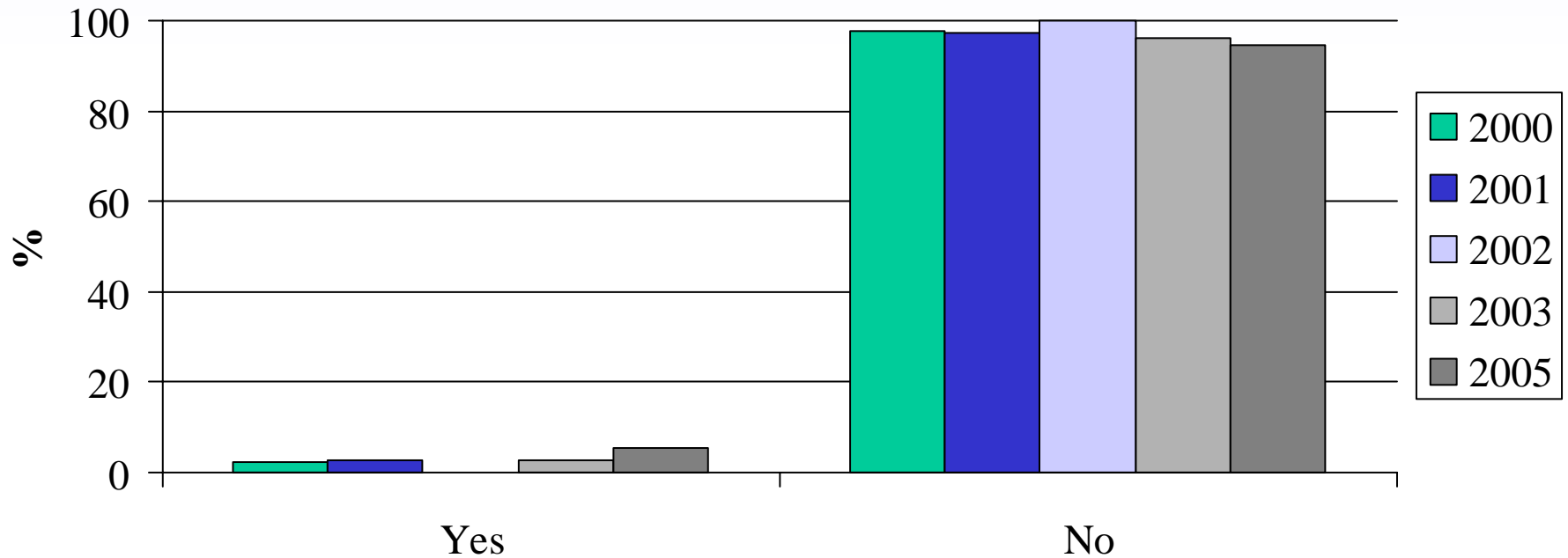
Agency & Vendor Use(11)[Q22]

Employee Relations



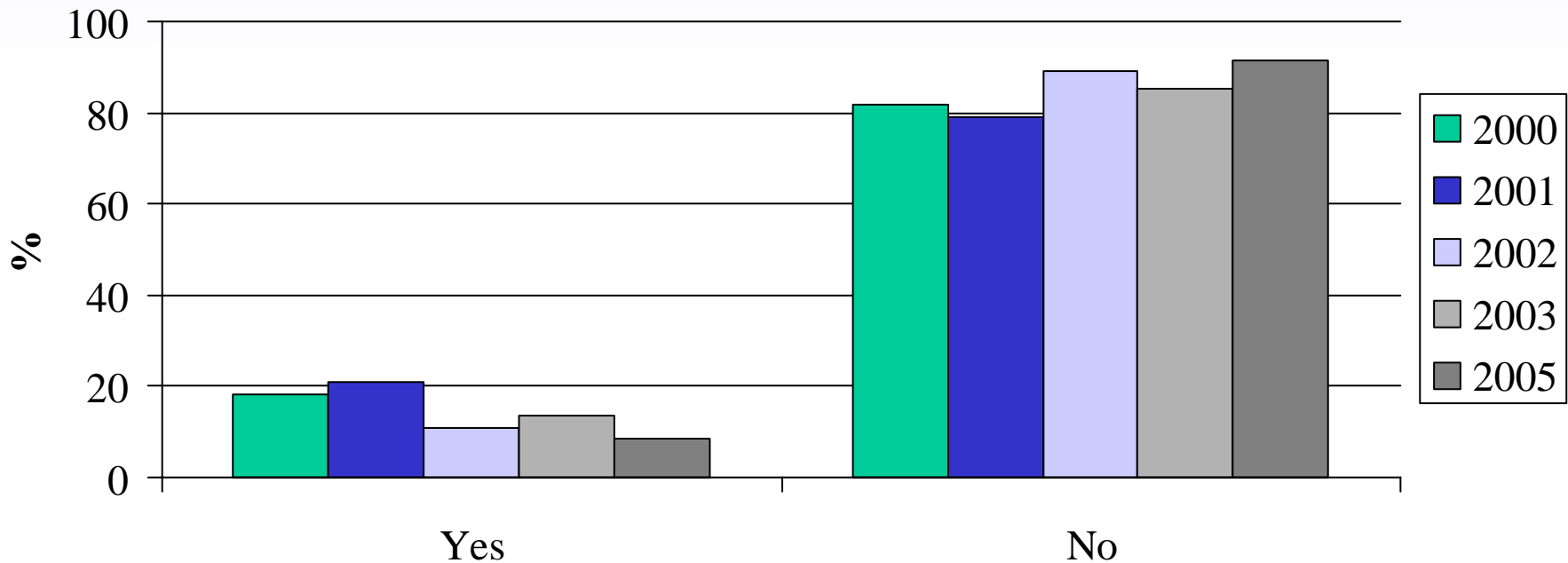
Agency & Vendor Use(12)[Q22]

Ethics Code



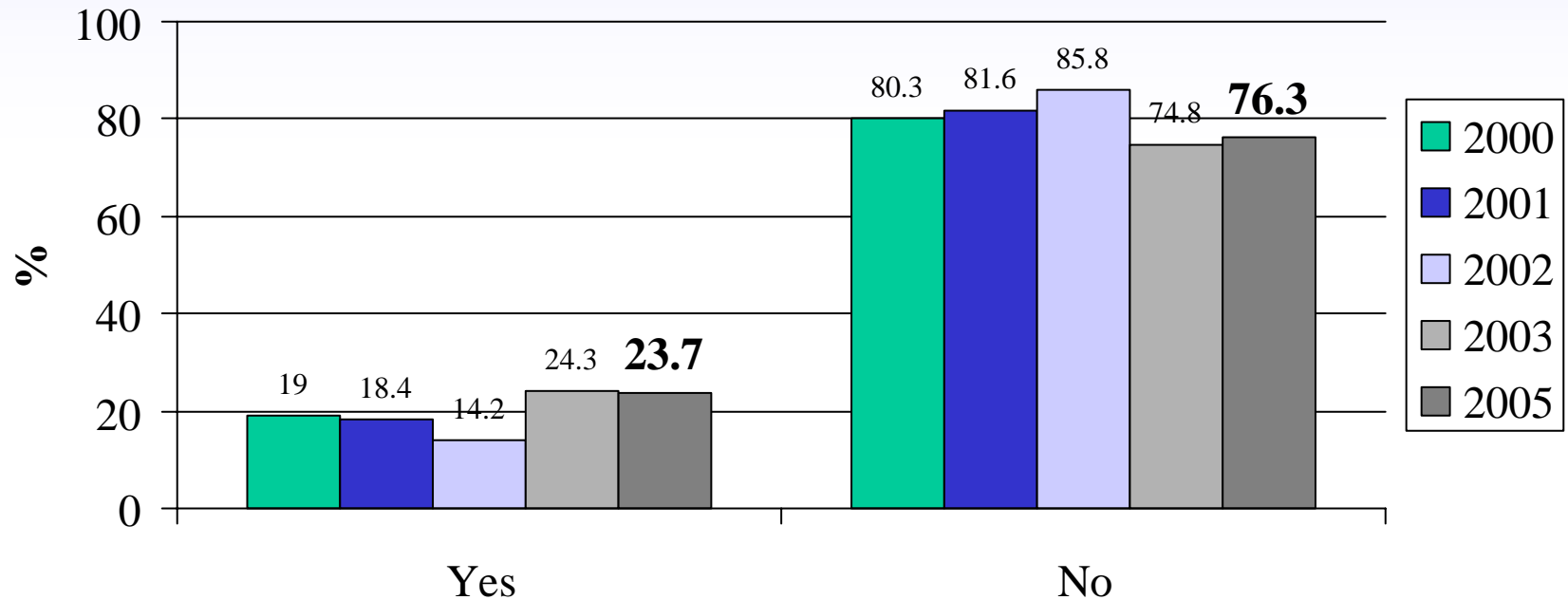
Agency & Vendor Use (13)[Q22]

Executive Speeches



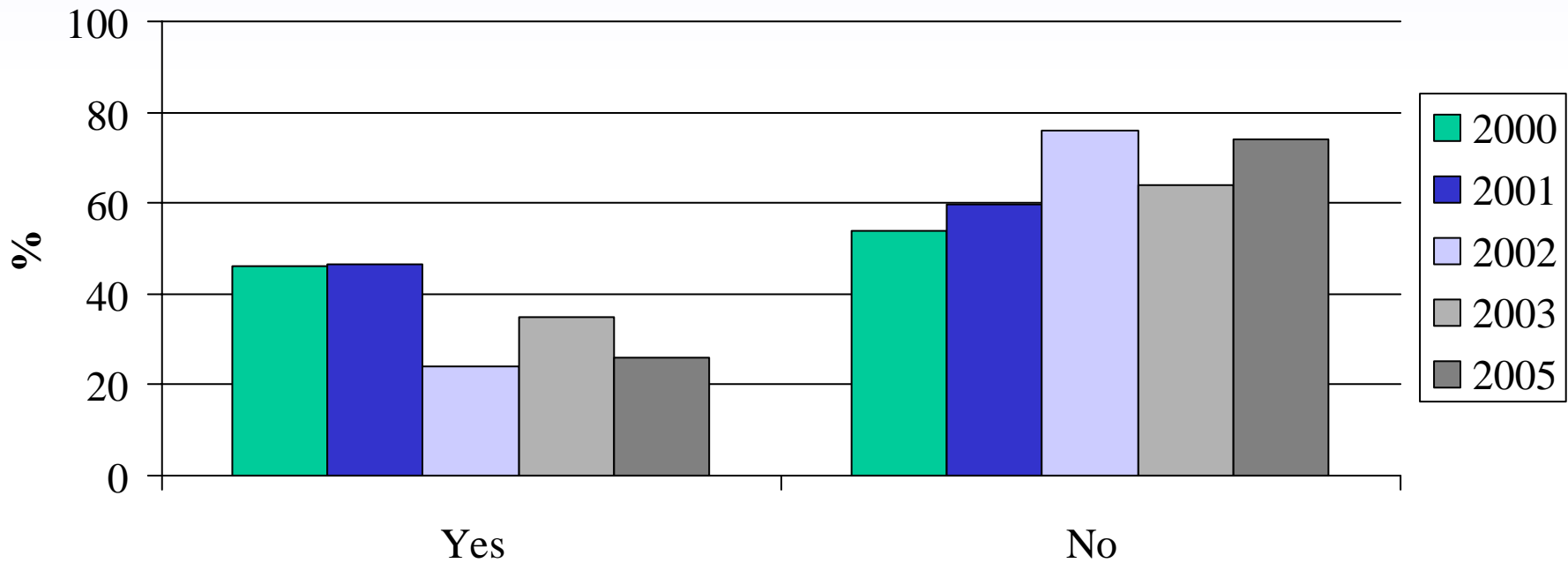
Agency & Vendor Use (14)[Q22]

Government Relations



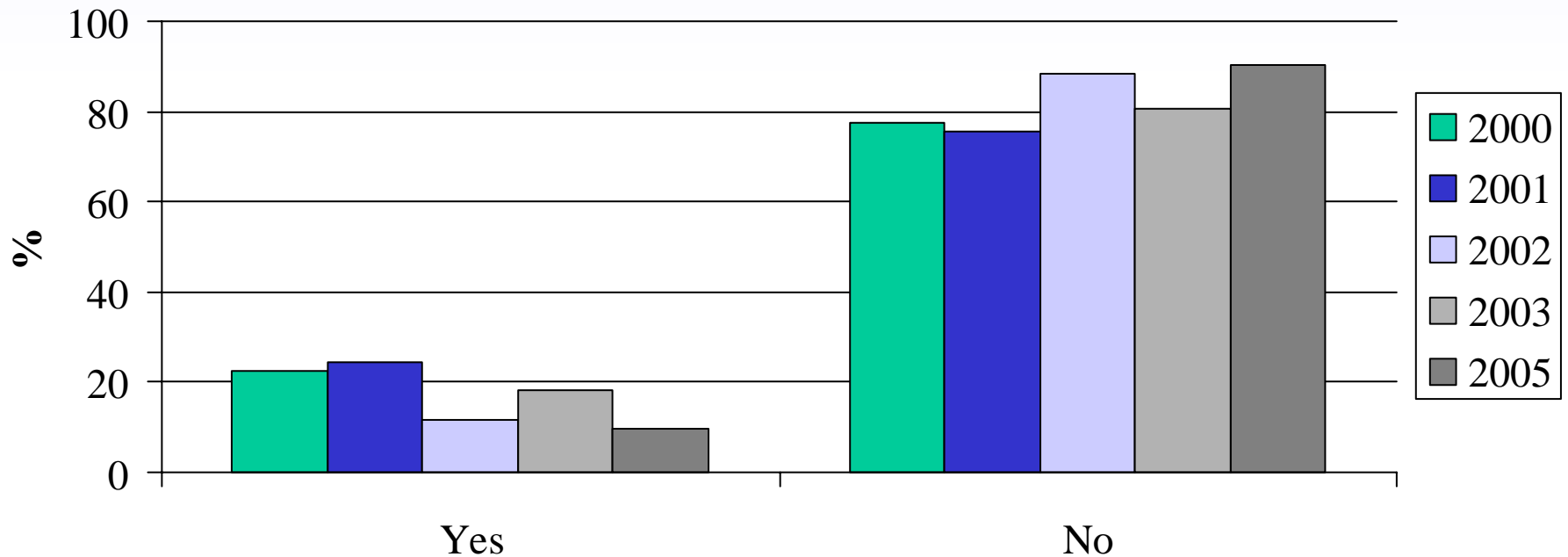
Agency & Vendor Use (15)[Q22]

Internet



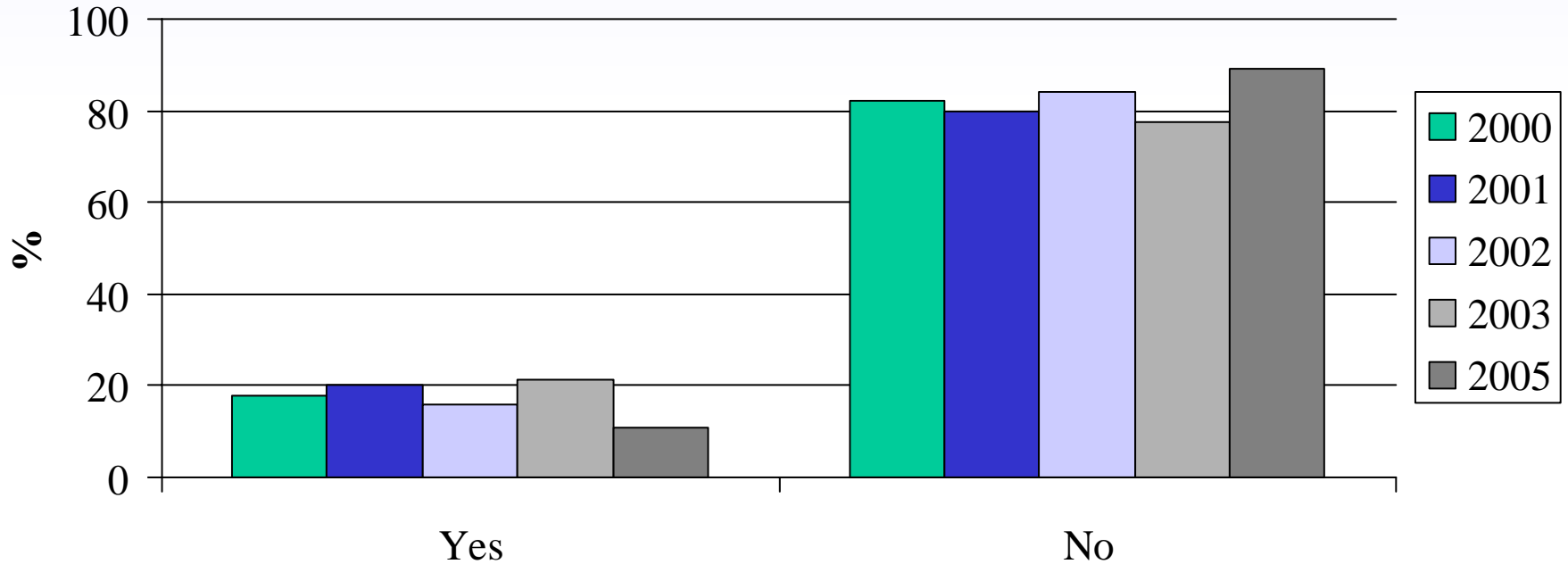
Agency & Vendor Use (16)[Q22]

Intranet



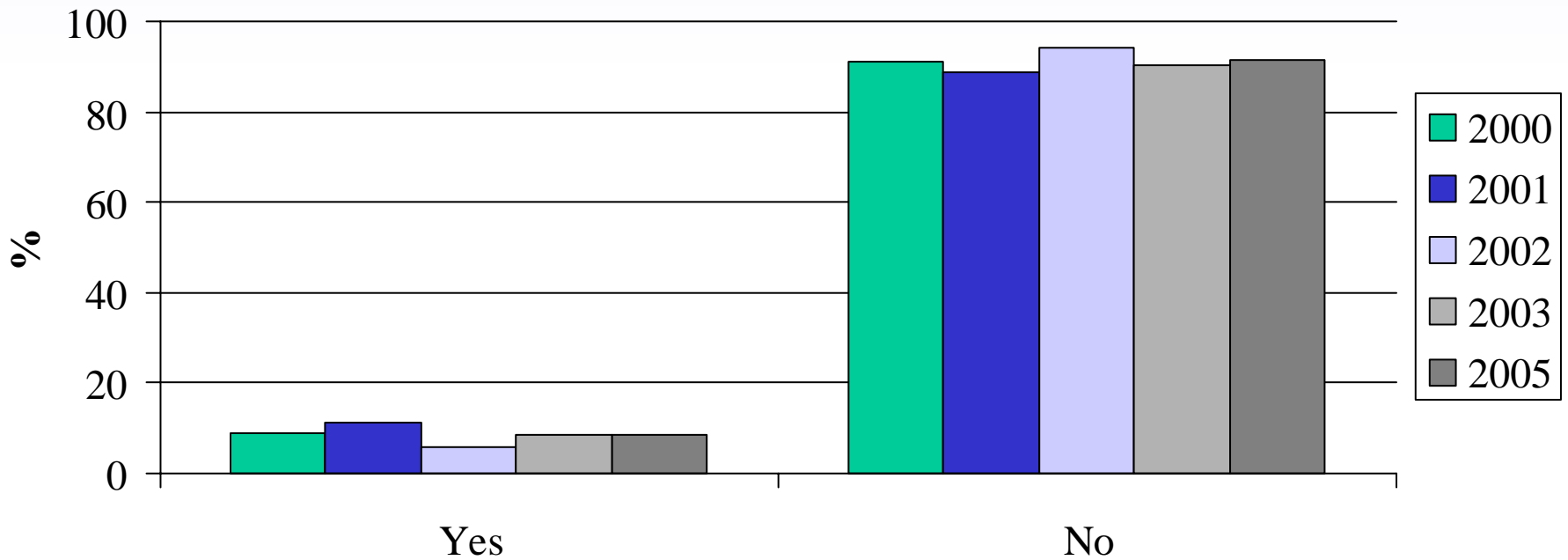
Agency & Vendor Use(17)[Q22]

Investor Relations



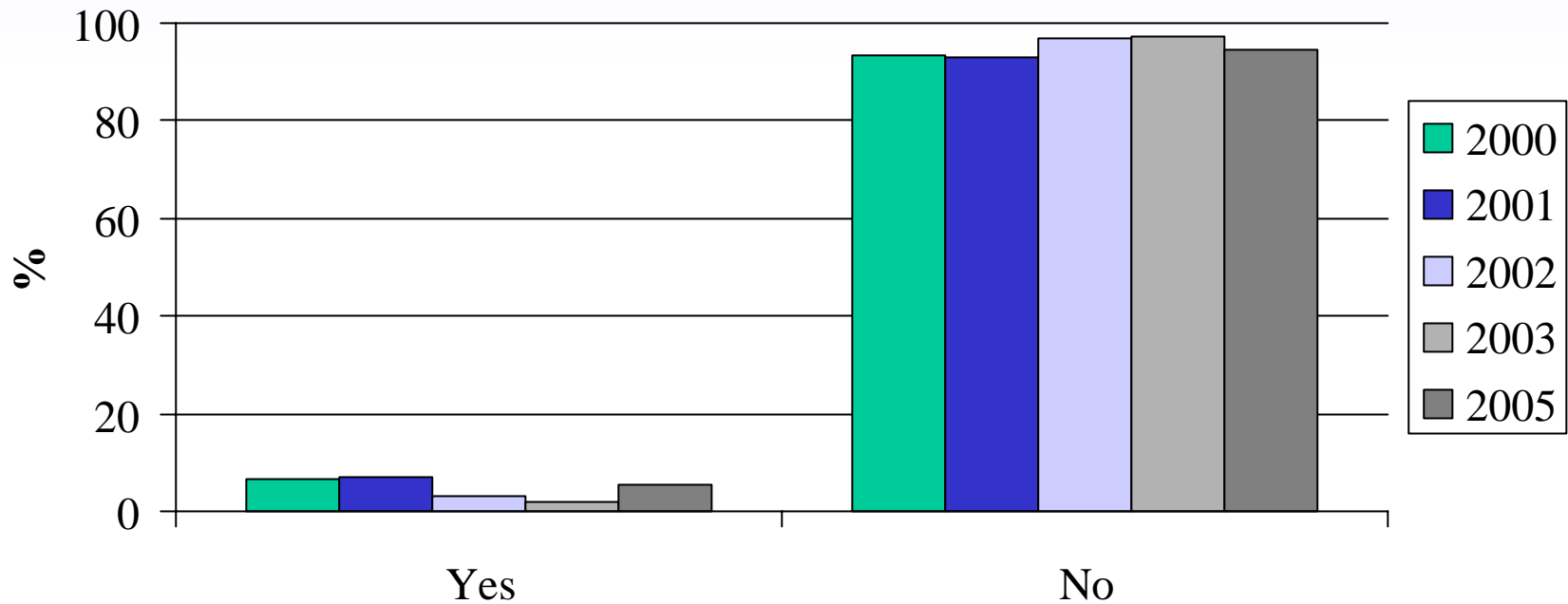
Agency & Vendor Use(18)[Q22]

Issues Management



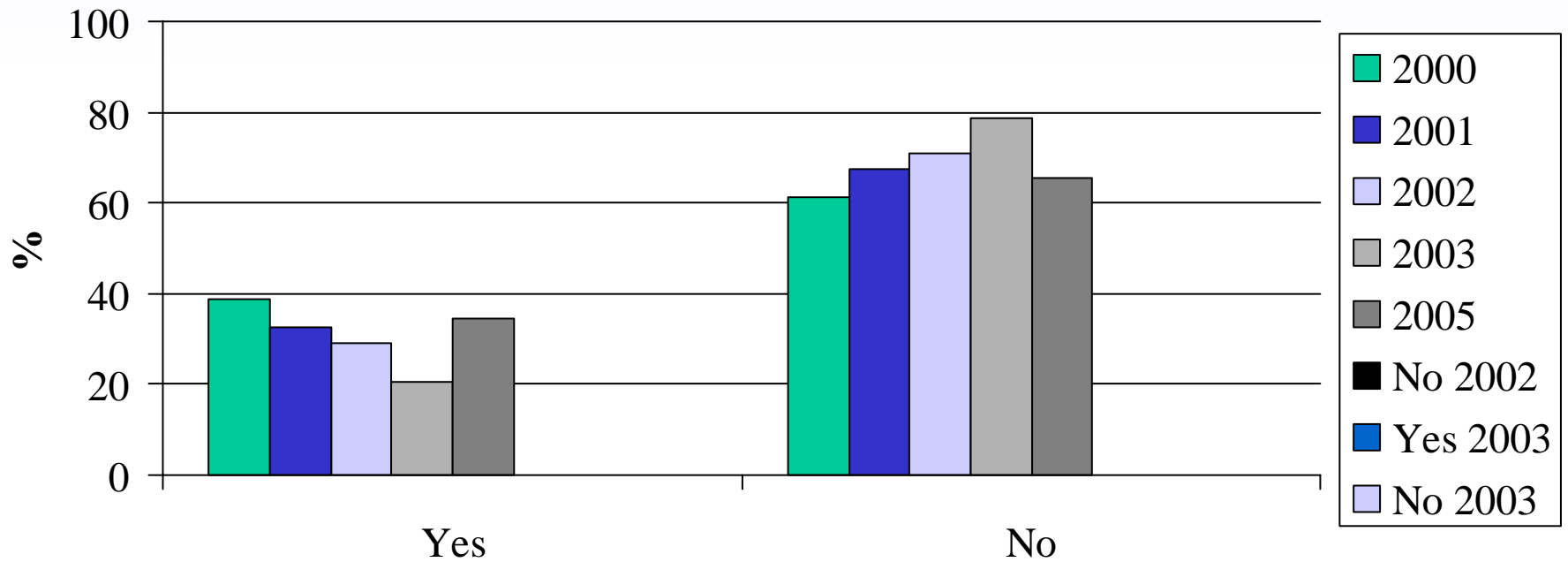
Agency & Vendor Use(19)[Q22]

Labor Relations



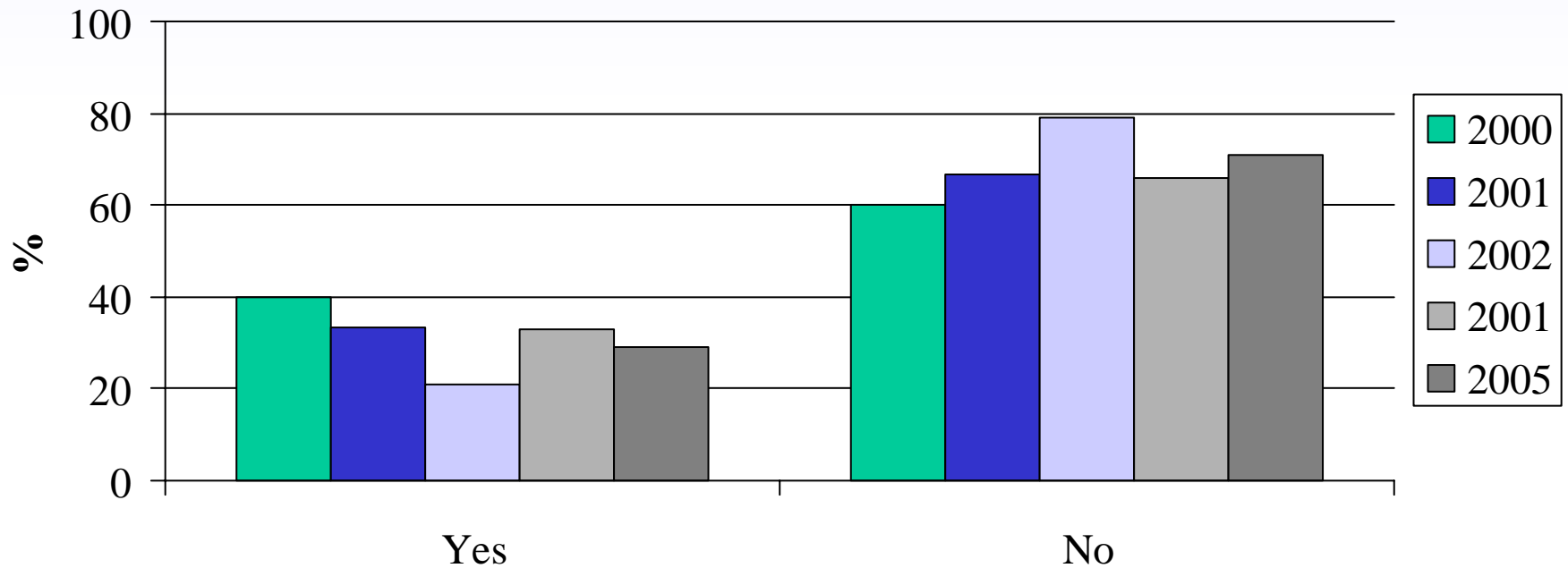
Agency & Vendor Use(20)[Q22]

Marketing Communications



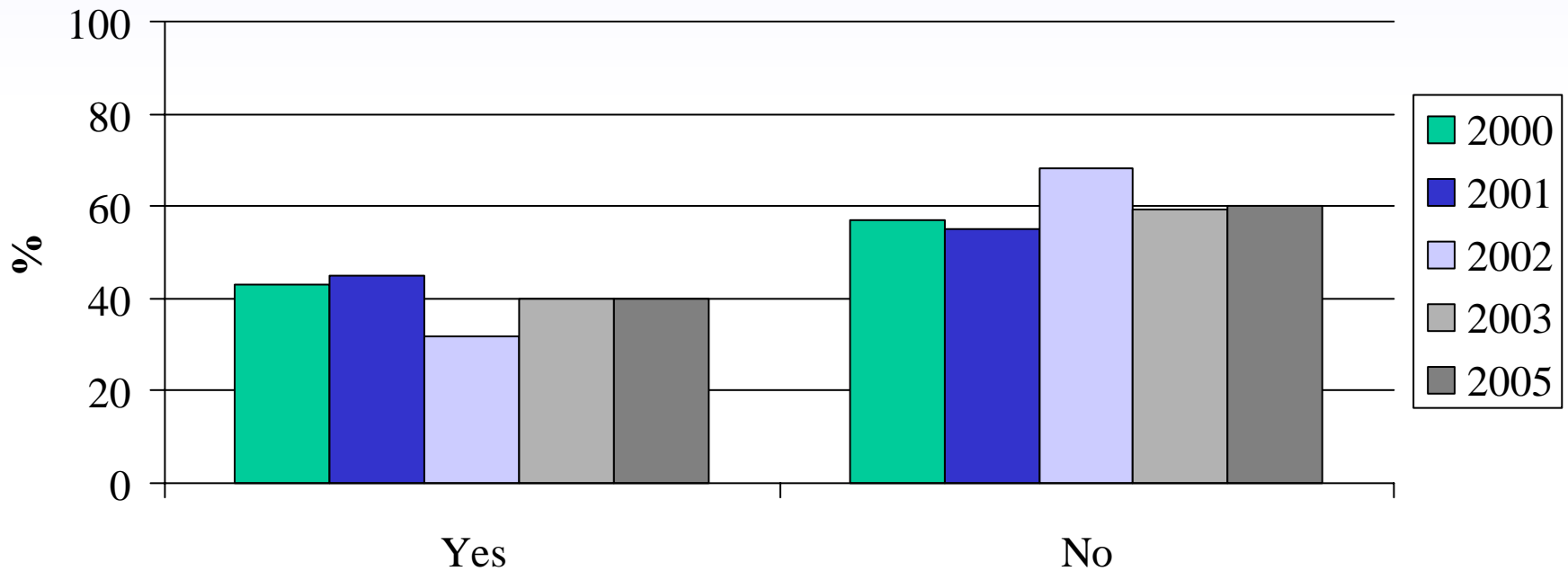
Agency & Vendor Use(21)[Q22]

Media Relations



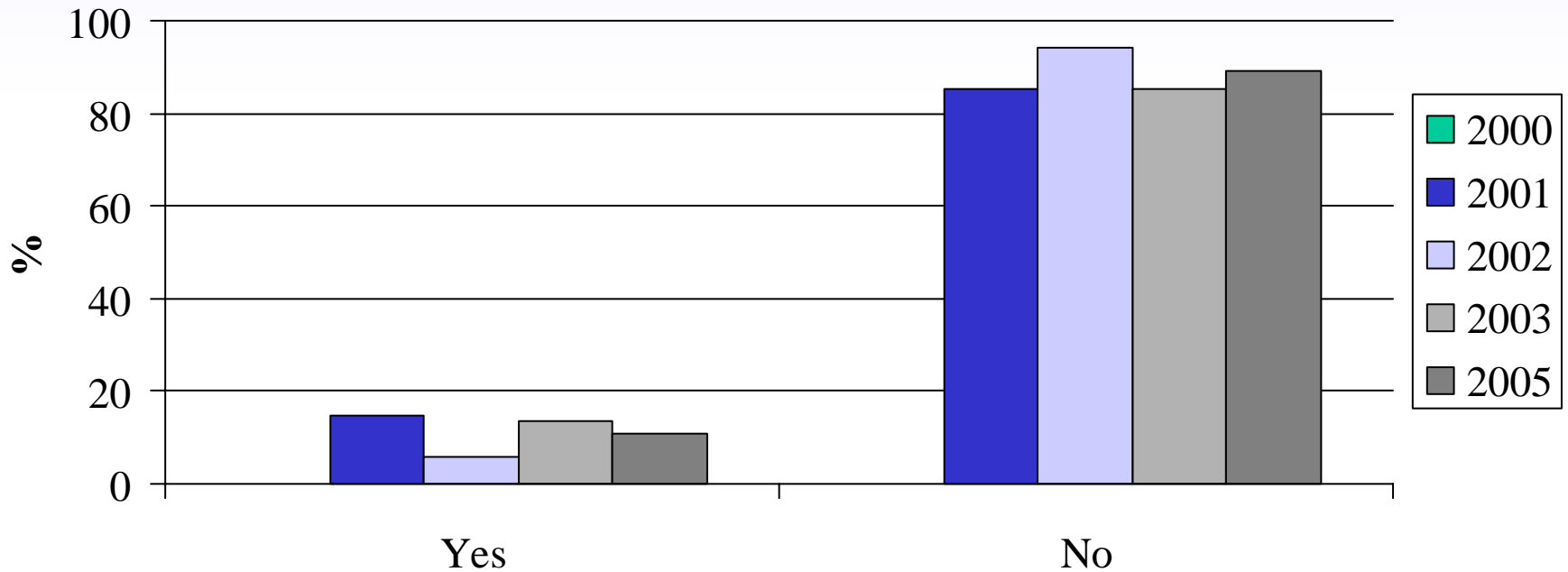
Agency & Vendor Use(22)[Q22]

Public Relations



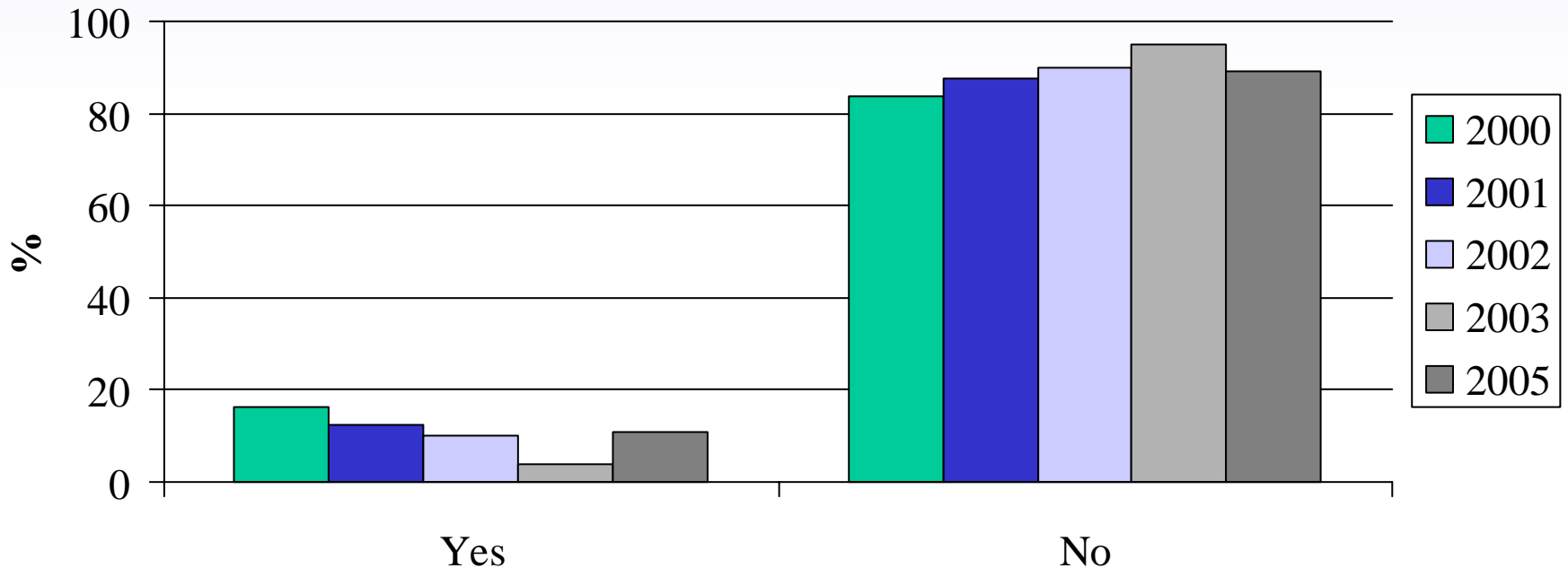
Agency & Vendor Use (23)[Q22]

Reputation Management



Agency & Vendor Use (24)[Q22]

Training



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Corporate Communications Institute
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Dr. Michael B. Goodman, Director

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