



CCI Corporate Communication Practices & Trends Study 2011

Corporate Communication International at Baruch College/CUNY

Informed Consent Form

Please indicate your agreement to participate in this project (CCI Corporate Communication Practices and Trends Study 2011) by checking the box at the beginning of the survey.

Please answer the questions on this survey and include as much information as possible. You may choose not to answer a particular question, and you may stop your participation at any time.

Please note that your participation is confidential. Only the researchers have access to the data. Your name, as well as your company name, will not appear in any published reports of this study. Code numbers are used to indicate participant's identities on all research documents. All records of your participation in this study are kept in a locked campus office.

To the best of my knowledge, there is nothing in this research process that will make you feel uncomfortable or otherwise cause you any psychological, physical, social, or legal risks. The study results are made available on our website at www.corporatecom.org free of charge.

If you have any questions as you answer items on this survey, please feel free to contact me, the primary researcher, at michael.goodman@baruch.cuny.edu or call me at (646) 312-3723. You are also welcome to contact Professor Lauren Block, Acting Chair Baruch College Institutional Review Board at (646) 312-3297. You may also contact the Keisha Peterson, Institutional Review Board Administrator, for information about your rights as a research participant at: Baruch College IRB, 137 E.25th Street – Annex Building – Room/Box J1028, New York, New York, 10010; (646) 312-2217; keisha.peterson@baruch.cuny.edu.

Thank you for your participation in this study,

Professor Michael B. Goodman
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I have read the Informed Consent Form and agree to participate in this research project.

Please provide the following information about yourself and your company:

1. Your company's main business area: _____

.....

2. Your company's total sales in 2010 (U.S. dollars): _____

.....

3. Number of employees (worldwide) in the corporation:

- under 1,000 1,000 to 4,999 5,000 to 9,999 10,000 to 14,999
- 15,000 to 19,999 20,000 to 24,999 25,000 to 29,999 30,000 to 39,999
- 40,000 to 49,999 50,000 or more

.....

4. Worldwide corporate communication staff:

Professional: full-time # _____ part-time # _____
 Support: full-time # _____ part-time # _____

.....

5. Your Company Title (example: VP, Corporate Communication, CCO Chief Communication Officer)

.....

6. Your gender: Female Male

.....

7. Your age:

- 20 - 34 35 - 39 40 - 44 45 - 49
- 50 - 54 55 - 59 60 - 64 65 or older

.....

8. Your education (Check all that apply):

- no college some college BBA
- BA BS MBA
- MA MS CPA
- Ph.D. JD LLB

Other (please specify) _____

.....

9. Undergraduate major: _____

.....

10. Salary level (U.S. dollars):

- under \$100,000 \$100,000 to \$199,999 \$200,000 to \$299,999
- \$300,000 to \$399,999 \$400,000 to \$499,999 \$500,000 or more



CCI Corporate Communication Practices & Trends Study 2011 *(continued)*

11. In my organization, the top person responsible for corporate communication has the following title: _____.

.....

12. In my organization, the top person responsible for corporate communication reports to *(Check all that apply)*:

- CEO CFO COO CIO Corporate Counsel
 Other (please specify) _____
-

13. In my organization, corporate communication includes *(Check all that apply)*:

- | | |
|---|--|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Government relations |
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Internet communication |
| <input type="checkbox"/> Brand strategy | <input type="checkbox"/> Intranet communication |
| <input type="checkbox"/> Communication policy | <input type="checkbox"/> Investor relations |
| <input type="checkbox"/> Communication strategy | <input type="checkbox"/> Issues management |
| <input type="checkbox"/> Community relations | <input type="checkbox"/> Labor relations |
| <input type="checkbox"/> Corporate (organizational) culture | <input type="checkbox"/> Marketing communication |
| <input type="checkbox"/> Corporate identity | <input type="checkbox"/> Media relations |
| <input type="checkbox"/> Corporate mission statement | <input type="checkbox"/> Public relations |
| <input type="checkbox"/> Corporate philanthropy (citizenship) | <input type="checkbox"/> Reputation management |
| <input type="checkbox"/> Crisis & emergency communication | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Employee (internal) communication | <input type="checkbox"/> Technical communication |
| <input type="checkbox"/> Ethics code | <input type="checkbox"/> Training & employee development |
| <input type="checkbox"/> Executive communication – speeches | <input type="checkbox"/> Other _____ |
-

14. How will the corporate communication staff at your company for fiscal 2011 change compared with 2010?

- Increase: up to 5% up to 10% up to 15% 15% or more no change
 Decrease: up to 5% up to 10% up to 15% 15% or more
-

15. How will the budget for corporate communication at your company for fiscal 2011 change compared with 2010?

- Increase: up to 5% up to 10% up to 15% 15% or more no change
 Decrease: up to 5% up to 10% up to 15% 15% or more
-

16. In my organization, the budget for corporate communication covers the following items *(Check all that apply)*:

- | | |
|---|--|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Government relations |
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Internet communication |
| <input type="checkbox"/> Brand strategy | <input type="checkbox"/> Intranet communication |
| <input type="checkbox"/> Communication policy | <input type="checkbox"/> Investor relations |
| <input type="checkbox"/> Communication strategy | <input type="checkbox"/> Issues management |
| <input type="checkbox"/> Community relations | <input type="checkbox"/> Labor relations |
| <input type="checkbox"/> Corporate (organizational) culture | <input type="checkbox"/> Marketing communication |
| <input type="checkbox"/> Corporate identity | <input type="checkbox"/> Media relations |
| <input type="checkbox"/> Corporate mission statement | <input type="checkbox"/> Public relations |
| <input type="checkbox"/> Corporate philanthropy (citizenship) | <input type="checkbox"/> Reputation management |
| <input type="checkbox"/> Crisis & emergency communication | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Employee (internal) communication | <input type="checkbox"/> Technical communication |
| <input type="checkbox"/> Ethics code | <input type="checkbox"/> Training & employee development |
| <input type="checkbox"/> Executive communication – speeches | <input type="checkbox"/> Other _____ |



CCI Corporate Communication Practices & Trends Study 2011 *(continued)*

17. In my organization, the dollar value for corporate communication activities indicated in question #16 above is approximately (U.S. dollars):

- under \$500,000
- \$500,000 to \$999,999
- \$1,000,000 to \$4,999,999
- \$5,000,000 to \$7,499,999
- \$7,500,000 to \$9,999,999
- \$10,000,000 to \$19,999,999
- \$20,000,000 or more

18. In your opinion, if your company had to reduce overall costs, would cuts to your department budget be:

- among the first to be cut
- neither sooner nor later than other department budgets
- among the last to be cut

19. In simpler times corporate leaders communicated little in an effort to reduce the risks to themselves and their organizations. (*Circle one*)

strongly agree agree neutral disagree strongly disagree

20. In a complex environment, honest, clear, and coherent communication can drive the rewards of success toward the organization and its leaders. (*Circle one*)

strongly agree agree neutral disagree strongly disagree

21. **Rank** the following functions **from 1 to 12, with 1 being the function that BEST** describes the role of corporate communication in your company:

- _____ Advocate or “engineer of public opinion,” in support of the company's policies
- _____ Branding and brand perception steward
- _____ Corporate citizenship (philanthropy) champion
- _____ Counsel to the CEO and the Corporation
- _____ Driver of company publicity
- _____ Manager of the company's image
- _____ Manager of the company's reputation
- _____ Manager of employee relations (internal communication)
- _____ Manager of relationships between the company and ALL of its key constituencies
- _____ Manager of relationships between the company and its key NON-CUSTOMER constituencies
- _____ Member of the company's strategic planning leadership team
- _____ Source of public information about the company
- _____ Support for marketing & sales
- _____ Other: _____



CCI Corporate Communication Practices & Trends Study 2011 *(continued)*

22. In my organization, we use agencies or vendors (in a substantial way) for the following:
(Check all that apply):

- | | |
|---|--|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Government relations |
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Internet communication |
| <input type="checkbox"/> Brand strategy | <input type="checkbox"/> Intranet communication |
| <input type="checkbox"/> Communication policy | <input type="checkbox"/> Investor relations |
| <input type="checkbox"/> Communication strategy | <input type="checkbox"/> Issues management |
| <input type="checkbox"/> Community relations | <input type="checkbox"/> Labor relations |
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| <input type="checkbox"/> Crisis & emergency communication | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Employee (internal) communication | <input type="checkbox"/> Technical communication |
| <input type="checkbox"/> Ethics code | <input type="checkbox"/> Training & employee development |
| <input type="checkbox"/> Executive communication – speeches | <input type="checkbox"/> Other _____ |

23. How has the executive compensation issue influenced the practice of corporate communication in your corporation?

24. How has the 2010 financial reform legislation (Dodd-Frank Wall Street Reform and Consumer Protection Act) impacted your corporate communication practice?

25. Which corporate officer is best prepared to manage the corporation’s reputation?

26. Please check this box if you are willing to take part in a follow-up interview to this study, and to discuss the nature of the corporate communication function in your company. Attach your business card so we can contact you.

27. If you would like to receive a copy of the results of this survey, please check this box. Attach your business card so we can send you the results.

THANK YOU FOR YOUR PARTICIPATION IN THIS STUDY.

Corporate Sponsors

- Honeywell
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