

Global Higher Education Technology Transfer Office Benchmarks Sample Pages

Table 29.1 Does the Office use an outside public relations firm or does it use the university public relations department?

	No Answer	Outside PR firm	University PR firm	Neither
Entire sample	19.44%	2.78%	66.67%	11.11%

Table 29.2 Does the Office use an outside public relations firm or does it use the university public relations department? Broken out by Area of Technology

Area of Technology	No Answer	Outside PR firm	University PR firm	Neither
Biology & Healthcare	10.53%	0.00%	73.68%	15.79%
Engineering	60.00%	0.00%	20.00%	20.00%
Energy	0.00%	0.00%	100.00%	0.00%
Mining/Agriculture	33.33%	0.00%	66.67%	0.00%
Other	20.00%	20.00%	60.00%	0.00%

Table 29.3 Does the Office use an outside public relations firm or does it use the university public relations department? Broken out by Country

Country	No Answer	Outside PR firm	University PR firm	Neither
USA	23.33%	3.33%	60.00%	13.33%
Other	0.00%	0.00%	100.00%	0.00%

Table 29.4 Does the Office use an outside public relations firm or does it use the university public relations department? Broken out by Enrollment

Enrollment	No Answer	Outside PR firm	University PR firm	Neither
0-5,000	10.00%	0.00%	80.00%	10.00%
5,001-15,000	33.33%	0.00%	55.56%	11.11%
15,001-25,000	11.11%	11.11%	77.78%	0.00%
25,001+	25.00%	0.00%	50.00%	25.00%

Table 29.5 Does the Office use an outside public relations firm or does it use the university public relations department? Broken out by Type

Type	No Answer	Outside PR firm	University PR firm	Neither
Specialized unit or college	33.33%	0.00%	33.33%	33.33%
Major research university	16.67%	0.00%	75.00%	8.33%
College or university (not major research)	22.22%	11.11%	55.56%	11.11%

How often do you send out releases? To whom do you send them? What results have you achieved and what do you recommend?

1. As needed. To local news outlets.
2. Not done by our department.
3. Varies, probably 4 official releases per year, but marketing, news items, tweets, other mailings are many hundreds.
4. Not consistently used. Previously had a newsletter with mixed results. Current process is being re-evaluated.
5. Every other month, mostly to local outlets. Have received licensing inquiries from this effort.
6. As often as possible, at least monthly. Releases work less well than our own target stories in various publications. We also use social media, Facebook, Twitter, LinkedIn. We recommend vigorous PR efforts.
7. Quarterly - mostly to alumni because they are our major targets for donations.
8. When a patent application is initiated. To an industrial mailing list focused on the technology. 3 to 4% contact.
9. Upon new patent applications or major improvements or enhancements to projects.
10. Not very often.
11. Website, immediately. Sent to broad audience, occasionally releases go out to media.
12. Releases are sent as needed. Internal newsletters go out quarterly.
13. We send releases out often. Technology releases are sent to existing network contacts, who generate other potential contacts, and it's a big IT DEPENDS - on the industry, on existing network contacts, affiliated conferences, etc. Spinout releases are sent to media, other stakeholders, alumni, VCs in network. Recommendation - high engagement, personal contact is key.
14. At least quarterly. Local news and appropriate national journals. A few licensing contacts have been made.
15. Infrequently (1 per month) and most are internal communications.
16. Internal Newsletter with calls, TT opportunities, etc. Some results. Interested and relevant people always read this, so this works okay. But must be complemented by actively chasing specific opportunities and people.
17. Rare.
18. A couple of times a year.
19. Monthly, to local media and press.
20. Newsletter quarterly.
21. From time to time, but I am not convinced they have much effect.
22. Monthly; via our website and external via our communications department.
23. We work with University Marketing Communications sometimes, and we send out maybe 6 releases on our own to local business media and internal publications.
24. Approximately 4 times per year. Sent out by the university press.
25. As needed, to PR department's mailing list.

Do you use a PR firm? University PR? Both? Why? What do you recommend for peers?

1. Use PR firm for marketing studies. Use university PR for actual implementation of PR.
2. Not done by our department.
3. For official releases we use University PR. But for our own marketing feeds we use internal marketing group, which we recommend
4. No to both. Still trying to figure out correct approach.
5. University marketing department. They have been excellent and very supportive
6. No external. University PR for approvals when needed, otherwise primarily internal marketing team.
7. We use university PR, which is pretty good. No point to increase spending using an external PR firm.
8. University PR. Budget constraints.
9. The University has a contract with a commercialization specialist firm who assists in evaluation, assessment, commercial viability, licensing, marketing to targeted entities. Not a general marketing campaign.
10. Not really. We tend to stay behind the scenes and let PR be driven by the inventors or licensees. We do have a regular newsletter for marketing inventions (and the office a little bit).
11. University PR cost.
12. Use internal resources for communications.
13. Both. Use all that can bring attention to successes of inventors, university and office. Internal - helps bring validity to faculty members. External - gets community engaged and aware of what is happening within the university.
14. University.
15. University PR only. We have no budget for external PR.
16. No. University PR and, mostly, our school PR. I think the latter is the best because it is more specific to our knowledge and our activities. Still, we must work very close with them in order not to pass the wrong information or have it sent the wrong way.
17. No.
18. University PR, Both, depends on what the objective is.
19. No outside firm, use internal communications resources.
20. We use University PR only.
21. We leverage the resources of the university's public affairs department to write and send out press releases to its list of media. We recommend keeping close control of releases/messages because we have found that Public Affairs doesn't always clearly understand what innovation commercialization is all about.
22. University PR.

Table 30.1 Do you send electronic releases, paper releases or both?

	No Answer	Electronic	Paper	Both
Entire sample	27.78%	50.00%	0.00%	22.22%

Table 30.2 Do you send electronic releases, paper releases or both? Broken out by Area of Technology

Area of Technology	No Answer	Electronic	Paper	Both
Biology & Healthcare	15.79%	63.16%	0.00%	21.05%
Engineering	60.00%	40.00%	0.00%	0.00%
Energy	50.00%	0.00%	0.00%	50.00%
Mining/Agriculture	33.33%	66.67%	0.00%	0.00%
Other	20.00%	40.00%	0.00%	40.00%

Table 30.3 Do you send electronic releases, paper releases or both? Broken out by Country

Country	No Answer	Electronic	Paper	Both
USA	30.00%	43.33%	0.00%	26.67%
Other	16.67%	83.33%	0.00%	0.00%

Table 30.4 Do you send electronic releases, paper releases or both? Broken out by Enrollment

Enrollment	No Answer	Electronic	Paper	Both
0-5,000	50.00%	30.00%	0.00%	20.00%
5,001-15,000	22.22%	55.56%	0.00%	22.22%
15,001-25,000	11.11%	44.44%	0.00%	44.44%
25,001+	25.00%	75.00%	0.00%	0.00%

Table 30.5 Do you send electronic releases, paper releases or both? Broken out by Type

Type	No Answer	Electronic	Paper	Both
Specializing unit or college	66.67%	33.33%	0.00%	0.00%
Major research university	16.67%	62.50%	0.00%	20.83%
College or university (not major research)	44.44%	22.22%	0.00%	33.33%