



## **Evidence Document**

for Higher Learning Commission Reaccreditation

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**Document Title:** Communications Audit of Audiences/Publications/Frequency

**Office of Origin:** University Relations

### **Document Summary:**

The many UA publications reach a wide range of constituents including alumni, donors, the media, faculty/staff, parents, students, prospective students, etc. These reports are published annual, biannually, quarterly, etc. as needed.

Department	Publication	Audience	Audience (translated)	Frequency	Frequency #
Arkansas Alumni	Membership Advantage	Alumni Association members	Alumni	annually	1
Athletics	Annual Report	Razorback Foundation members	Donors	Annual	1
Athletics	Football Media Guide	Razorback Foundation members	Donors	Annual	1
Athletics	Football Media Guide	Local and National Media	Media	Annual	1
Athletics	Football Bowl Media Guide	Local and National Media	Media	Annual	1
Athletics	Men's Basketball Media Guide	Razorback Foundation members	Donors	Annual	1
Athletics	Men's Basketball Media Guide	Local and National Media	Media	Annual	1
Athletics	Baseball Media Guide	Razorback Foundation members	Donors	Annual	1
Athletics	Baseball Media Guide	Local and National Media	Media	Annual	1
Athletics	Soccer Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Volleyball Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Women's Basketball Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Swimming and Diving Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Men's Cross Country Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Women's Cross Country Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Men's Golf Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Women's Golf Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Men's Tennis Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Women's Tennis Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Men's Track and Field Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Women's Track and Field Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Softball Media Guide	Digital Only Media Guides	Media	Annual	1
Athletics	Gymnastics Media Guide	Digital Only Media Guides	Media	Annual	1
COEHP	Colleague	some alumni	Alumni	annual, fall	1
COEHP	Colleague	peer institutions	Other	annual, fall	1
COEHP	Colleague	stakeholders such as superintendents	Other	annual, fall	1
COEHP	Colleague	health-care officials	Other	annual, fall	1
COEHP	summit video	participants in strategic planning summit	Faculty/Staff - Internal	onetime for May 16-17 event	1
COEHP	annual report	not sure, it's required by the provost's office	Faculty/Staff - Internal	one time a year, due in August?	1
Agricultural	Discovery	students	Students	Annually	1
Agricultural	Discovery	Bumpers College faculty	Faculty/Staff - Internal	Annually	1
Agricultural	Division of Agriculture annual report	UA	Faculty/Staff - Internal	Annually	1
Agricultural	Division of Agriculture annual report	government	Other	Annually	1
Agricultural	Division of Agriculture annual report	industry	Other	Annually	1
Agricultural	Division of Agriculture annual report	stakeholders	Other	Annually	1
Agricultural	Food Safety Consortium annual report	Universities	Other	Annually	1
Agricultural	Food Safety Consortium annual report	government	Other	Annually	1
Agricultural	Food Safety Consortium annual report	industry	Other	Annually	1
Agricultural	Food Safety Consortium annual report	stakeholders	Other	Annually	1
Agricultural	Arkansas Cotton Variety Test	Research	Other	Annually	1
Agricultural	Arkansas Cotton Variety Test	industry	Other	Annually	1
Agricultural	Arkansas Cotton Variety Test	farm personnel	Faculty/Staff - Internal	Annually	1
Agricultural	Arkansas Soybean Performance Tests	Research	Other	Annually	1
Agricultural	Arkansas Soybean Performance Tests	industry	Other	Annually	1
Agricultural	Arkansas Soybean Performance Tests	farm personnel	Faculty/Staff - Internal	Annually	1
Agricultural	Arkansas Small Grain Cultivar Performance Tests	Research	Other	Annually	1
Agricultural	Arkansas Small Grain Cultivar Performance Tests	industry	Other	Annually	1
Agricultural	Arkansas Small Grain Cultivar Performance Tests	farm personnel	Faculty/Staff - Internal	Annually	1
Agricultural	Arkansas Corn and Grain Sorghum Performance Test	Research	Other	Annually	1
Agricultural	Arkansas Corn and Grain Sorghum Performance Test	industry	Other	Annually	1
Agricultural	Arkansas Corn and Grain Sorghum Performance Test	farm personnel	Faculty/Staff - Internal	Annually	1
Agricultural	Arkansas Turfgrass Report	Research	Other	Annually	1
Agricultural	Arkansas Turfgrass Report	industry	Other	Annually	1
Agricultural	Arkansas Turfgrass Report	farm personnel	Faculty/Staff - Internal	Annually	1
Agricultural	Summaries of Arkansas Cotton Research	Research	Other	Annually	1
Agricultural	Summaries of Arkansas Cotton Research	industry	Other	Annually	1
Agricultural	Summaries of Arkansas Cotton Research	farm personnel	Faculty/Staff - Internal	Annually	1
Agricultural	B.R. Wells Rice Research	Research	Other	Annually	1
Agricultural	B.R. Wells Rice Research	industry	Other	Annually	1
Agricultural	B.R. Wells Rice Research	farm personnel	Faculty/Staff - Internal	Annually	1
Agricultural	Sabbe Soil Fertility Studies	Research	Other	Annually	1
Agricultural	Sabbe Soil Fertility Studies	industry	Other	Annually	1
Agricultural	Sabbe Soil Fertility Studies	farm personnel	Faculty/Staff - Internal	Annually	1
Agricultural	Arkansas Animal Science Department Report	Research	Other	Annually	1
Agricultural	Arkansas Animal Science Department Report	industry	Other	Annually	1
Agricultural	Arkansas Animal Science Department Report	farm personnel	Faculty/Staff - Internal	Annually	1
Agricultural	Faculty Impact Statements	Universities	Other	Annually	1
Agricultural	Faculty Impact Statements	government	Other	Annually	1
Agricultural	Faculty Impact Statements	industry	Other	Annually	1
Agricultural	Faculty Impact Statements	stakeholders	Other	Annually	1
Agricultural	Contribution of the Agricultural Sector on the Arkansas Economy	Universities	Other	Annually	1
Agricultural	Contribution of the Agricultural Sector on the Arkansas Economy	government	Other	Annually	1
Agricultural	Contribution of the Agricultural Sector on the Arkansas Economy	industry	Other	Annually	1
Agricultural	Contribution of the Agricultural Sector on the Arkansas Economy	stakeholders	Other	Annually	1
Agricultural	Economic Impact of Arkansas Agriculture	Legislators	Other	Annually	1
Agricultural	Economic Impact of Arkansas Agriculture	stakeholders	Other	Annually	1
Agricultural	Economic Impact of Arkansas Agriculture	Division of Ag. Personnel	Faculty/Staff - Internal	Annually	1
Student Affairs	Parent Handbook	Parents	Parents	Yearly, Fall	1
Student Affairs	Parent Guide	Parents	Parents	Yearly, for Orientation	1
Student Affairs	New Beginnings Calendar	Parents	Parents	Yearly, for Orientation	1
Student Affairs	New Beginnings Calendar	First Year Students	Students	Yearly, for Orientation	1

Student Affairs	Parent and Family Programs brochure	Parents	Parents	Yearly, as needed	1
Student Affairs	Family Weekend brochure	Parents and Families	Parents	Yearly	1
Student Affairs	Spring Family Reunion brochure	Parents and Families	Parents	Yearly	1
Student Affairs	FYE Brochure	parents	Parents	Yearly, as needed	1
Student Affairs	FYE Brochure	students	Students	Yearly, as needed	1
Student Affairs	FYE Brochure	UA community	Faculty/Staff - Internal	Yearly, as needed	1
Student Affairs	ROCK Camp brochure	parents	Parents	Yearly, as needed	1
Student Affairs	ROCK Camp brochure	students	Students	Yearly, as needed	1
Student Affairs	ROCK Camp brochure	UA community	Faculty/Staff - Internal	Yearly, as needed	1
Student Affairs	ROCK Camp Adventure brochure	parents	Parents	Yearly, as needed	1
Student Affairs	ROCK Camp Adventure brochure	students	Students	Yearly, as needed	1
Student Affairs	ROCK Camp Adventure brochure	UA community	Faculty/Staff - Internal	Yearly, as needed	1
Student Affairs	First Year Photo Project Card	First Year Students	Students	Yearly, for Orientation	1
Student Affairs	Alcohol EDU letter	First Year Students	Students	Yearly, late summer	1
Student Affairs	Alcohol EDU letter	their Parents	Parents	Yearly, late summer	1
Student Affairs	ROCK Camp Iteneraries	ROCK Camp attendees	Prospective Students	Yearly	1
Student Affairs	Recruitment brochure	First Year Students and other students	Students	Yearly, as needed	1
Student Affairs	Department Brochure	Students	Students	As needed, yearly	1
Student Affairs	Department Brochure	UA Community	Faculty/Staff - Internal	As needed, yearly	1
Student Affairs	Brochure - duofold	Students	Students	Yearly, as needed	1
Student Affairs	Brochure - duofold	UA Community	Faculty/Staff - Internal	Yearly, as needed	1
Student Affairs	Flyer	Students	Students	Yearly, for Orientation, and in office	1
Student Affairs	Flyer	Parents	Parents	Yearly, for Orientation, and in office	1
Student Affairs	Razorbucks Flyer	Students	Students	Yearly, as needed, Orientation & in office	1
Student Affairs	Razorbucks Flyer	Parents	Parents	Yearly, as needed, Orientation & in office	1
Student Affairs	OCC Brochure	Students, non-trad and commuter	Students	Yearly, or as needed	1
Student Affairs	Brochure - trifold	Students	Students	Yearly, as needed	1
Student Affairs	Brochure - trifold	UA Community	Faculty/Staff - Internal	Yearly, as needed	1
Student Affairs	Flyer	Students	Students	Yearly, for Orientation	1
Student Affairs	Flyer	Parents	Parents	Yearly, for Orientation	1
Student Affairs	Brochure- trifold	Students	Students	Yearly, as needed	1
Student Affairs	Brochure- trifold	Parents	Parents	Yearly, as needed	1
Engineering	Alumni Awards Banquet program	banquet attendees	Other	1x year	1
Executive Communications	Chancellor's Annual Report	All stakeholders	Other	Yearly	1
Architecture	ReView magazine	alumni	Alumni	annually (early fall)	1
Architecture	ReView magazine	friends	Other	annually (early fall)	1
Architecture	AIA postcard	architecture alumni	Alumni	before annual AIA convention	1
Architecture	Alumni Design Award postcard	architecture alumni	Alumni	annually (winter)	1
Architecture	Honors Recognition banquet invitation & program	faculty	Faculty/Staff - Internal	annually (spring)	1
Architecture	Honors Recognition banquet invitation & program	scholarship donors	Donors	annually (spring)	1
Architecture	Lecture series poster	architecture schools	Other	annually (early fall)	1
Architecture	Lecture series poster	firms	Other	annually (early fall)	1
Graduate School	Immigration Basics Brochure	New international students and other interested parties wanting to know more about student immigration policy	Students	Handed out at new international student orientation as part of the required Immigration Basics session	1
Graduate School	New Student Orientation Checklist	new international students	Students	Handed out at new international student orientation as part of the required Immigration Basics session	1
Graduate School	Flyers/Postcards	Info for interest in: Exchange programs, UA faculty-led programs, Rome Center, opportunities to get involved internationally on campus, intro & first steps flyer for prospective STAB students	Students	avail year-round on the web & in the office; updated once a year	1
Graduate School	Graduate School catalog	prospective students	Prospective Students	annually-summer	1
Graduate School	Graduate School catalog	current students	Students	annually-summer	1
Graduate School	Graduate School catalog	faculty, administration	Faculty/Staff - Internal	annually-summer	1
Graduate School	teaching assistant orientation packets	new teaching assistants	Faculty/Staff - Internal	fall	1
Graduate School	teaching assistant handbook	guide for all teaching assistants	Faculty/Staff - Internal	update each spring	1
Honors College	HC annual report	UA administrators	Faculty/Staff - Internal	1x/year	1
Honors College	HC Walton annual report	UA administrators	Faculty/Staff - Internal	1x/year	1
Honors College	HC Walton annual report	Walton Family Foundation	Donors	1x/year	1
Honors College	Bodenhamer annual report	Bodenhamer family	Donors	1x/year	1
Honors College	Bodenhamer annual report	development office	Faculty/Staff - Internal	1x/year	1
Honors College	Fellowships & Scholarships piece	prospective students	Prospective Students	1x/year	1
Honors College	Fellowships & Scholarships piece	their parents	Parents	1x/year	1
Honors College	Fellowships & Scholarships piece	high school counselors	Other	1x/year	1
Honors College	Convocation mailer	prospective students	Prospective Students	1x/year	1
Honors College	Convocation mailer	their parents	Parents	1x/year	1
Honors College	APSI brochure	AP teachers	Other	1x/year	1
Law School	Recruitment booklet	prospective students	Prospective Students	once a year	1
Law School	Admitted students booklet	admitted students	Students	once a year	1
Law School	Catalog of Studies	students	Students	once a year	1
Law School	Catalog of Studies	faculty	Faculty/Staff - Internal	once a year	1
Law School	Arkansas Law Notes	Arkansas legal community	Other	once a year	1
Libraries	Retrospective	stakeholders	Other	annual	1
Libraries	Retrospective	campus admin	Faculty/Staff - Internal	annual	1
Libraries	Retrospective	other library deans and directors	Other	annual	1
Libraries	Fast Facts	any interested parties; used for information sessions, instruction, development	Other	annual	1
Business	Perspective (fall)	Alumni	Alumni	Annual/fall	1
Business	Perspective (fall)	friends	Other	Annual/fall	1
Business	Perspective (fall)	AACSB	Other	Annual/fall	1
Business	Perspective (fall)	legislators	Other	Annual/fall	1
Business	Perspective (fall)	university	Faculty/Staff - Internal	Annual/fall	1
Business	Perspective (fall)	corporate partners	Other	Annual/fall	1
Business	Perspective (spring)	Alumni	Alumni	Annual/spring	1
Business	Perspective (spring)	friends	Other	Annual/spring	1
Business	Perspective (spring)	AACSB	Other	Annual/spring	1
Business	Perspective (spring)	legislators	Other	Annual/spring	1
Business	Perspective (spring)	university	Faculty/Staff - Internal	Annual/spring	1
Business	Perspective (spring)	corporate partners	Other	Annual/spring	1
Business	Special insert for Arkansas Business and Northwest Arkansas Business Journal for the Arkansas Business Hall of Fame	Arkansas business community	Other	Annual in conjunction with the ABHOF	1
Business	Special insert for Arkansas Business and Northwest Arkansas Business Journal for the Arkansas Business Hall of Fame	Walton College donors	Donors	Annual in conjunction with the ABHOF	1
Business	Special insert for Arkansas Business and Northwest Arkansas Business Journal for the Arkansas Business Hall of Fame	college friends	Other	Annual in conjunction with the ABHOF	1
Business	Northwest Arkansas Business Journal for the Arkansas Business Hall of Fame	potential and current corporate partners	Other	Annual in conjunction with the ABHOF	1
Business	Annual reports for Walton College outreach centers (4)	Students	Students	Annual	1
Business	Annual reports for Walton College outreach centers (4)	prospective students	Prospective Students	Annual	1
Business	Annual reports for Walton College outreach centers (4)	faculty	Faculty/Staff - Internal	Annual	1

Business	Annual reports for Walton College outreach centers (4)	alumni	Alumni	Annual	1
Business	Annual reports for Walton College outreach centers (4)	corporate partners	Other	Annual	1
Business	Annual reports for Walton College outreach centers (4)	center board members	Other	Annual	1
Business	Business Forecast Materials (Website banner, save the date, invitations, programs, powerpoints, banners, adv, etc.)	Students	Students	Annual	1
Business	Business Forecast Materials (Website banner, save the date, invitations, programs, powerpoints, banners, adv, etc.)	prospective students	Prospective Students	Annual	1
Business	Business Forecast Materials (Website banner, save the date, invitations, programs, powerpoints, banners, adv, etc.)	faculty	Faculty/Staff - Internal	Annual	1
Business	Business Forecast Materials (Website banner, save the date, invitations, programs, powerpoints, banners, adv, etc.)	alumni	Alumni	Annual	1
Business	Business Forecast Materials (Website banner, save the date, invitations, programs, powerpoints, banners, adv, etc.)	corporate partners	Other	Annual	1
Business	Business Forecast Materials (Website banner, save the date, invitations, programs, powerpoints, banners, adv, etc.)	center board members	Other	Annual	1
Business	Stewardship Reports (Walton Foundation, Reynolds Foundation, Walker Hall, Sutton Report, Faculty and Staff Endowment)	Donors	Donors	Annual	1
Business	Supply Chain graduate logistics case competition (theme, banners, advertisements, programs, photography)	Students	Students	Annual	1
Business	Supply Chain graduate logistics case competition (theme, banners, advertisements, programs, photography)	center boards	Other	Annual	1
Business	Supply Chain graduate logistics case competition (theme, banners, advertisements, programs, photography)	corporate partners	Other	Annual	1
Business	Supply Chain graduate logistics case competition (theme, banners, advertisements, programs, photography)	faculty	Faculty/Staff - Internal	Annual	1
Business	Women in Logistics Conference ( theme, marketing materials, banners, programs, agendas, etc.)	Students	Students	Annual	1
Business	Women in Logistics Conference ( theme, marketing materials, banners, programs, agendas, etc.)	center boards	Other	Annual	1
Business	Women in Logistics Conference ( theme, marketing materials, banners, programs, agendas, etc.)	corporate faculty	Other	Annual	1
Business	Women in Logistics Conference ( theme, marketing materials, banners, programs, agendas, etc.)	women in logistics	Other	Annual	1
Business	Shopper Conference (eblast for conference, flyer, Facebook identity, advertisements, etc.)	Students	Students	Annual	1
Business	Shopper Conference (eblast for conference, flyer, Facebook identity, advertisements, etc.)	center boards	Other	Annual	1
Business	Shopper Conference (eblast for conference, flyer, Facebook identity, advertisements, etc.)	corporate partners	Other	Annual	1
Business	Shopper Conference (eblast for conference, flyer, Facebook identity, advertisements, etc.)	faculty	Faculty/Staff - Internal	Annual	1
Business	Supply Chain Conference (conference flyer, eblast, banners, etc.)	Students	Students	Annual	1
Business	Supply Chain Conference (conference flyer, eblast, banners, etc.)	prospective students	Prospective Students	Annual	1
Business	Supply Chain Conference (conference flyer, eblast, banners, etc.)	faculty	Faculty/Staff - Internal	Annual	1
Business	Supply Chain Conference (conference flyer, eblast, banners, etc.)	alumni	Alumni	Annual	1
Business	Supply Chain Conference (conference flyer, eblast, banners, etc.)	corporate partners	Other	Annual	1
Business	Supply Chain Conference (conference flyer, eblast, banners, etc.)	center board members	Other	Annual	1
Business	Undergraduate programs office marketing materials (viewbook, letterhead, pocket folders, 4 postcards, teaser postcards, tshirts, tshirt packaging, bookmarks)	Students	Students	Annual	1
Business	Undergraduate programs office marketing materials (viewbook, letterhead, pocket folders, 4 postcards, teaser postcards, tshirts, tshirt packaging, bookmarks)	prospective students	Prospective Students	Annual	1
Business	marketing materials (viewbook, letterhead, pocket folders, 4 postcards, marketing materials (viewbook, letterhead, pocket folders, 4 postcards,	faculty	Faculty/Staff - Internal	Annual	1
Business	marketing materials (viewbook, letterhead, pocket folders, 4 postcards,	alumni	Alumni	Annual	1
Business	marketing materials (viewbook, letterhead, pocket folders, 4 postcards,	corporate partners	Other	Annual	1
Business	Dean circle materials (brochure, envelopes, RSVP cards)	donors	Donors	Annual	1
Business	Walton fact sheet	Students	Students	Annual	1
Business	Walton fact sheet	prospective students	Prospective Students	Annual	1
Business	Walton fact sheet	faculty	Faculty/Staff - Internal	Annual	1
Business	Walton fact sheet	alumni	Alumni	Annual	1
Business	Walton fact sheet	corporate partners	Other	Annual	1

Strategic Communications	Undergraduate Catalog of Studies	Students	Students	annually	1
Strategic Communications	Undergraduate Catalog of Studies	faculty	Faculty/Staff - Internal	annually	1
Strategic Communications	Graduate Catalog of Studies	Students	Students	annually	1
Strategic Communications	Graduate Catalog of Studies	faculty	Faculty/Staff - Internal	annually	1
Strategic Communications	School of Law Catalog of Studies	Students	Students	annually	1
Strategic Communications	School of Law Catalog of Studies	faculty	Faculty/Staff - Internal	annually	1
Strategic Communications	University of Arkansas Style Guide	faculty	Faculty/Staff - Internal	annually	1
Strategic Communications	University of Arkansas Style Guide	students	Students	annually	1
Development Communications	Endowment Report mailing - constituent relations	Donors who have endowed accounts; 1,100 households	Donors	Every fall	1
Development Communications	Student stewardship mailing - constituent relations	Donors who have active endowed scholarship accounts; 250 households	Donors	Every fall	1
COEHP	athletic training newsletter	athletic training graduates	Alumni	two times per year, fall and spring semesters	2
COEHP	athletic training newsletter	supporters of program	Donors	two times per year, fall and spring semesters	2
COEHP	athletic training newsletter	prospective students	Prospective Students	two times per year, fall and spring semesters	2
Agricultural	Arkansas Land and Life	Statewide general interest.	Other	Twice a year	2
Agricultural	The Graduate	Bumpers College alumni	Alumni	Twice a year	2
Agricultural	Partners	alumni	Alumni	Twice a year	2
Agricultural	Partners	Poultry Science faculty, staff	Faculty/Staff - Internal	Twice a year	2
Agricultural	Partners	stakeholders	Other	Twice a year	2
Student Affairs	ROCK Camp mailers	students	Students	Twice each year	2
Student Affairs	Newsletter	All Greek Students	Students	Twice Yearly, once per semester	2
Student Affairs	Flyer	Students	Students	Once per semester	2
Engineering	Arkansas Engineer	alumni and more	Alumni	2x per year	2
Fulbright	Fulbright Review	Alumni	Alumni	2x per year	2
Graduate School	Annual enrollment reports	All	Faculty/Staff - Internal	Fall/Spring semester	2
Graduate School	Open Door reports	All	Faculty/Staff - Internal	Spring and summer	2
Graduate School	Visiting student orientation session (PowerPoint)	Visiting Students	Students	Fall/Spring semester	2
Graduate School	Orientation Schedule	New international students	Students	Updated twice a year	2
Graduate School	Pre-departure Manuals commencement/graduation information	Students preparing to go abroad (and interested loved ones)	Students	once a semester but always avail on our website	2
Graduate School	first year graduate student orientation packet	students who expect to graduate in that semester	Students	each semester	2
Graduate School		new graduate students	Students	fall/spring	2
Honors College	HC magazine (forthcoming; to be developed after strategic planning concluded)	Honors faculty	Faculty/Staff - Internal	1-2x/year	2
Honors College	HC magazine (forthcoming; to be developed after strategic planning concluded)	alumni;	Alumni	1-2x/year	2
Honors College	HC magazine (forthcoming; to be developed after strategic planning concluded)	UA administrators	Faculty/Staff - Internal	1-2x/year	2
Honors College	HC magazine (forthcoming; to be developed after strategic planning concluded)	state policymakers	Other	1-2x/year	2
Honors College	HC magazine (forthcoming; to be developed after strategic planning concluded)	colleagues at peer institutions	Other	1-2x/year	2
Honors College	HC magazine (forthcoming; to be developed after strategic planning concluded)	selected high school counselors	Other	1-2x/year	2
Honors College	HC magazine (forthcoming; to be developed after strategic planning concluded)	top prospective students.	Prospective Students	1-2x/year	2
Law School	Law Record	alumni	Alumni	once a year (maybe twice)	2
Law School	Law Record	faculty	Faculty/Staff - Internal	once a year (maybe twice)	2
Law School	Law Record	students	Students	once a year (maybe twice)	2
Law School	Law Record	other law schools	Other	once a year (maybe twice)	2
Libraries	Books & Letters	library donors (9500+)	Donors	biannual	2
Libraries	Arkansian	Special Collections donors	Donors	biannual	2
Libraries	Arkansian	other interested persons		biannual	2
UA Press	Seasonal catalog	6,000 Retailers, wholesalers	Students	twice a year	2
UA Press	Seasonal catalog	individuals	Other	twice a year	2
UA Press	Seasonal catalog	media	Media	twice a year	2
Development Communications	The Volunteer View	Key volunteers on campus - BOA, dean's councils, AAA chapter presidents, etc.; 1,200 circulation	Other	2 times per year	2
Development Communications	Razorback Impact e-news	Alumni with email addresses; 52,000 circulation	Alumni	2 times per year	2
Development Communications	In the Know e-news	Chancellor's Society members; \$2K+ annual giving; 720 circulation	Donors	2 times per year	2
Development Communications	Women's Giving Circle e-news	Women's Giving Circle members; 100 circulation	Donors	2 times per year	2
Academic Communications	Research Frontiers	prospectives students	Prospective Students	2x per year	2
Academic Communications	Research Frontiers	Faculty/staff	Faculty/Staff - Internal	2x per year	2
Academic Communications	Research Frontiers	media	Media	2x per year	2
Academic Communications	Research Frontiers	donors	Donors	2x per year	2
Academic Communications	Research Frontiers	business industry	Other	2x per year	2
Global Campus	SEEN Magazine	Online degree seeking students	Students	3 issues per year	3
Development Communications	The Benefactor	Donors of \$100+ over the past two fiscal years; 13,000 circulation	Donors	2-3 times per year	3
Development Communications	The Volunteer View	Key volunteers on campus - BOA, dean's councils, AAA chapter presidents, etc.; 1,200 circulation	Donors	3 times per year	3
Development Communications	General fundraising appeals (direct mail)	Donors - segmented based on purpose of appeal	Donors	3 times per year (fall, holiday and spring/year-end)	3
Arkansas Alumni	Arkansas magazine	Alumni Association members	Alumni	quarterly	4
Agricultural	AAES News	Agri Experiment Station faculty, staff	Faculty/Staff - Internal	Quarterly	4
Agricultural	Center for Food Safety Newsletter	industry	Other	Quarterly	4
Agricultural	Center for Food Safety Newsletter	Food science staff, faculty	Faculty/Staff - Internal	Quarterly	4
Agricultural	Center for Food Safety Newsletter	government	Other	Quarterly	4
Agricultural	Food Safety Consortium Newsletter	Universities	Other	Quarterly	4
Agricultural	Food Safety Consortium Newsletter	government	Other	Quarterly	4
Agricultural	Food Safety Consortium Newsletter	industry	Other	Quarterly	4
Agricultural	Food Safety Consortium Newsletter	stakeholders	Other	Quarterly	4
Engineering	alumni newsletter	alumni	Alumni	quarterly (haven't started yet)	4
Engineering	alumni newsletter	friends	Other	quarterly (haven't started yet)	4

Graduate School	Invitations (luncheons, receptions)	Students	Donors	2-4 times per year	4
Graduate School	Invitations (luncheons, receptions)	faculty, administrators	Faculty/Staff - Internal	2-4 times per year	4
Graduate School	Invitations (luncheons, receptions)	Students	Students	2-4 times per year	4
Graduate School	Invitations (luncheons, receptions)	faculty, administrators	Faculty/Staff - Internal	2-4 times per year	4
Honors College	Recruiting email messaging	prospective students	Prospective Students	4x/year and as needed	4
Strategic Communications	GO! Green Outreach	faculty	Faculty/Staff - Internal	quarterly	4
Strategic Communications	GO! Green Outreach	students	Students	quarterly	4
Strategic Communications	Chancellor's Outreach Messaging	legislators	Other	4x/year	4
Strategic Communications	Chancellor's Outreach Messaging	parents	Parents	4x/year	4
Strategic Communications	Chancellor's Outreach Messaging	donors	Donors	4x/year	4
Strategic Communications	Chancellor's Outreach Messaging	alumni	Alumni	4x/year	4
Strategic Communications	Chancellor's Outreach Messaging	other	Other	4x/year	4
Strategic Communications	Chancellor's Outreach Messaging	faculty	Faculty/Staff - Internal	4x/year	4
Development Communications	Alumni magazine development spread	AAA members; 26,000 circulation	Alumni	4 times per year	4
COEHP	postcard series	200 deans of ed schools, nursing schools, health profession schools	Other	mailed five between May 2010 and April 2011	5
Graduate School	Event Invitations	Participating hosts	Other	Average of 5 times per year	5
COEHP	Colleague	some alumni	Alumni	six times per year, February, April, June, August, October, December	6
COEHP	Colleague	peer institutions	Other	six times per year, February, April, June, August, October, December	6
COEHP	Colleague	stakeholders such as superintendents	Other	six times per year, February, April, June, August, October, December	6
COEHP	Colleague	health-care officials	Other	six times per year, February, April, June, August, October, December	6
Architecture	eView newsletter	alumni	Alumni	about 4 - 6 times annually	6
Architecture	eView newsletter	friends	Other	about 4 - 6 times annually	6
Architecture	eView newsletter	students	Students	about 4 - 6 times annually	6
Architecture	eView newsletter	firms	Other	about 4 - 6 times annually	6
Honors College	HC Update (to launch Fall 2011)	Faculty & Staff	Faculty/Staff - Internal	6x/year	6
Honors College	HC Update (to launch Fall 2011)	current honors students	Students	6x/year	6
Honors College	HC Update (to launch Fall 2011)	prospective honors students	Prospective Students	6x/year	6
Honors College	HC Update (to launch Fall 2011)	honors alumni	Alumni	6x/year	6
Honors College	HC Update (to launch Fall 2011)	parents	Parents	6x/year	6
Honors College	APSI email messaging	APSI participants	Other	6x/year	6
Development Communications	Specific fundraising appeals (direct mail)	Donors - segmented based on purpose of appeal	Donors	6 times per year (Pryor, library, band, Red, White & True, Osher, Club sports)	6
Business	AACSB direct mail program	Deans and senior faculty at other business schools and colleges	Other	Approx. 8 times per year	8
Architecture	ReMind	alumni	Alumni	before each lecture (about 10 per year)	10
Architecture	ReMind	friends	Other	before each lecture (about 10 per year)	10
Architecture	ReMind	students	Students	before each lecture (about 10 per year)	10
Architecture	ReMind	firms	Other	before each lecture (about 10 per year)	10
Athletics	Inside Razorback Athletics	Razorback Foundation members	Donors	11 times a year	11
Arkansas Alumni	at Arkansas	Alumni Association members	Alumni	monthly	12
Student Affairs	Parent Newsletter	Parents of First Year Students	Parents	Monthly	12
Student Affairs	First Year Student Newsletter	First Year Students	Students	Monthly	12
Student Affairs	Union Talk	Union Tennants	Faculty/Staff - Internal	Monthly	12
Student Affairs	Housing E-newsletter	Housing Staff	Faculty/Staff - Internal	Monthly	12
Global Campus	Global Gazette	Internal	Faculty/Staff - Internal	One issue per month	12
Law School	e-newsletter	alumni	Alumni	monthly	12
Law School	e-newsletter	faculty	Faculty/Staff - Internal	monthly	12
Law School	e-newsletter	students	Students	monthly	12
Law School	e-newsletter	other law schools	Other	monthly	12
Graduate School	Event Invitations	Participating hosts	Other	Average of 16 times per year	16
Graduate School	Event Invitations	students	Students	Average of 16 times per year	16
Graduate School	Carver Flyer	Prospects @ Carver schools	Prospective Students	Once a week, spring only	16
Graduate School	FYE class presentation	FYE students	Students	when requested; approx 20-30 in the fall semester	30
Law School	event invitations	mostly alumni	Alumni	varies -- as many as 30 per year	30
Law School	event invitations	faculty	Faculty/Staff - Internal	varies -- as many as 30 per year	30
Agricultural	Bumpers College News	College faculty, staff	Faculty/Staff - Internal	Weekly during academic year	32
Agricultural	Bumpers College News	students	Students	Weekly during academic year	32
Engineering	e-Matters newsletter	students	Students	1x per week during the school year	32
Engineering	e-Matters newsletter	faculty, staff	Faculty/Staff - Internal	1x per week during the school year	32
Student Affairs	Newsletter	Students, non-trad and commuter	Students	Weekly	52
Fullbright	FrequencE	KUAF members	Donors	weekly	52
Global Campus	Arkansas Democrat Gazette	Adults 50 and over	Other	Weekly	52
Graduate School	ISS Weekly Announcements	Students	Students	once per week	52
Graduate School	ISS Weekly Announcements	Scholars	Students	once per week	52
Graduate School	Prospectus	Prospects w/entry date <2yrs	Prospective Students	Once a week	52
Graduate School	Self Mailer(Timeline)	Prospects w/entry date >2yrs	Prospective Students	Once a week	52
Graduate School	Fellowship Letter	PhD prospect w/gpa >3.6	Prospective Students	Once a week	52
Graduate School	Multi-cultural postcard	Minority prospects with entry <2yrs	Prospective Students	Once a week	52
Graduate School	Fayetteville Visitors Guide w/letter	Prospects w/entry date <2yrs	Prospective Students	Once a week	52
Graduate School	GRE letter	GRE scores submitted but no appl	Prospective Students	Once a week	52
Law School	This Week at the Law School	faculty	Faculty/Staff - Internal	weekly	52
Law School	This Week at the Law School	students	Students	weekly	52
Libraries	Tuesday Times	library personnel	Faculty/Staff - Internal	weekly	52
Libraries	Tuesday Times	provost	Faculty/Staff - Internal	weekly	52
Global Campus	XNA Digital Signage	Online degree seeking students	Students	Year-round	365
Global Campus	Constant Contact	Program/Area of interest specific	Other	Year-round	365
Global Campus	AXIS TV - Internal digital signage	Program/Area of interest specific - Announcements	Faculty/Staff - Internal	Year-round	365
Law School	birthday cards	alumni	Alumni	daily	365
Strategic Communications	Arkansas Newswire	faculty	Faculty/Staff - Internal	daily	365
Strategic Communications	Arkansas Newswire	students	Students	daily	365
Strategic Communications	Arkansas Newswire	parents	Parents	daily	365
Strategic Communications	Arkansas Newswire	media	Media	daily	365
Strategic Communications	Arkansas Newswire	alumni	Alumni	daily	365
Graduate School	Travel grant awards	Students	Students	500-600 per year	600
Graduate School	Travel grant awards	departmental representative	Faculty/Staff - Internal	500-600 per year	600
COEHP	Compass Points	faculty and staff of college	Faculty/Staff - Internal	as needed -- usually every 2 weeks	26
Student Affairs	Posters	Students	Students	As needed per event	1
Student Affairs	Posters	UA Community	Faculty/Staff - Internal	As needed per event	1
Student Affairs	Table Tents	Students	Students	As needed per event	1
Student Affairs	Table Tents	UA Community	Faculty/Staff - Internal	As needed per event	1
Student Affairs	Volunteer Action Center Brochure	Students	Students	As needed	1
Student Affairs	Volunteer Action Center Brochure	UA Community	Faculty/Staff - Internal	As needed	1
Student Affairs	Volunteer Action Center Brochure	NWA	Other	As needed	1
Student Affairs	CEA Student Handbook	Students	Students	As needed	1
Student Affairs	CEA Student Handbook	Parents	Parents	As needed	1
Student Affairs	flyer	Students	Students	As needed	1
Student Affairs	flyer	UA Community	Faculty/Staff - Internal	As needed	1
Student Affairs	Brochures	Students	Students	As needed	1
Engineering	recruitment brochures	prospective students	Prospective Students	as needed--every couple of years	1
Engineering	development materials	donors	Donors	as needed	1
Architecture	Program recruitment brochures	pre-college students	Prospective Students	as needed; planning to do in 2011-12	1
Architecture	Program recruitment brochures	others interested in programs	Other	as needed; planning to do in 2011-13	1
Architecture	All-school recruitment brochures	pre-college students	Prospective Students	in 2013, with opening of renovated, new building	1
Architecture	All-school recruitment brochures	others interested in programs	Other	in 2013, with opening of renovated, new building	1
Architecture	Development materials	previous/potential donors	Donors	as needed	1
Fullbright	College Viewbook	Prospective Students	Prospective Students	Distributed as needed	1
Global Campus	Newsweek	Online degree seeking students	Students	One issue	1

Graduate School	Employer Brochure	Employers attending UA job fairs who may consider hiring international students	Other	Handed out at Engineering Expos and job fairs	1
Graduate School	Immigration Basics Prezi	new international students	Students	Online Prezi presentation used as part of the required Immigration Basics session	1
Graduate School	Work Authorization Prezi	Students wanting to learn more about the process of applying for F-1 work authorization	Students	Presented to departments and at work authorization seminars as requested/needed	1
Graduate School	Work Authorization Prezi	staff, and faculty wanting to learn more about the process of applying for F-1 work authorization	Faculty/Staff - Internal	Presented to departments and at work authorization seminars as requested/needed	1
Graduate School	Get Involved Flyer	Students	Students	Handed to interested individuals as needed	1
Graduate School	Get Involved Flyer	Faculty, Staff	Faculty/Staff - Internal	Handed to interested individuals as needed	1
Graduate School	Get Involved Flyer	Volunteers	Other	Handed to interested individuals as needed	1
Graduate School	ICT Brochure	New international students and other interested parties wanting to know more about the International Culture Team	Students	Handed out at new international student orientation	1
Graduate School	ISS/Programs Powerpoint/ Outreach & Retention during orientation	New international students and other interested parties wanting to know more about the International Culture Team	Students	Presented at the new International students orientation	1
Graduate School	Email of acceptance from Online Prospect Card	Prospects who submit information online	Prospective Students	As needed	1
Graduate School	International Student Viewbook	Prospective Students	Prospective Students	International Students	1
Graduate School	International Student Viewbook (Tuition Advantage)	Prospective Students	Prospective Students	International Students	1
Graduate School	International Application Packet (Undergraduate)	Prospective Student	Prospective Students	International Students	1
Graduate School	International Application Packet (Graduate)	Prospective Student	Prospective Students	International Students	1
Graduate School	Sponsored Student programs Brochure	Sponsors	Donors	Every two years	
Graduate School	SSP Postcard	Sponsors	Donors	Every five years	
Graduate School	Recruiting follow-up	Prospective students	Prospective Students	Varies fall/spring	1
Graduate School	Department Admission Recommendation ("Blue Sheet")	domestic & int'l applicants and students	Students	upon determining GS admissibility	1
Graduate School	Bolivia Flyer	prospective students from Bolivia	Prospective Students	as needed	1
Graduate School	Caribbean Flyer	prospective students from various Caribbean nations	Prospective Students	as needed	1
Graduate School	Rwanda Flyer	prospective students from Rwanda	Prospective Students	as needed	1
Graduate School	Panama Flyer	prospective students from Panama	Prospective Students	as needed	1
Graduate School	China letter	prospective students from China	Prospective Students	as needed	1
Graduate School	India letter	prospective students from India	Prospective Students	as needed	1
Graduate School	Invitation letters (various)	international students	Students	as needed	1
Graduate School	SEVIS flyer	international students	Students	ongoing	1
Graduate School	Student letters (250)	domestic & int'l applicants	Prospective Students	as needed	1
Graduate School	Student letters (250)	students	Students	as needed	1
Graduate School	graduate student activities brochure	new graduate students	Students	as needed	1
Graduate School	graduate student activities brochure	prospective students	Prospective Students	as needed	1
Honors College	HC event reminder	varies, depends on event	Other	as needed	1
Honors College	Fellowship application email messaging	prospective fellows	Prospective Students	ongoing	1
Honors College	Fellowship application email messaging	parents	Parents	ongoing	1
Honors College	Fellowship application email messaging	teachers of prospective fellows	Other	ongoing	1
Honors College	Honors College recruiting letters	prospective students	Prospective Students	ongoing	1
Honors College	Honors College recruiting letters	their parents	Parents	ongoing	1
Honors College	Notecards	prospective students	Prospective Students	1x/every 2 years	
Honors College	Notecards	parents	Parents	1x/every 2 years	
Honors College	Notecards	current students	Students	1x/every 2 years	
Honors College	Notecards	faculty	Faculty/Staff - Internal	1x/every 2 years	
Honors College	Notecards	alumni	Alumni	1x/every 2 years	
Honors College	Notecards	potential donors	Donors	1x/every 2 years	
Honors College	Recruiting postcards (with and without copy)	prospective students	Prospective Students	ongoing series	1
Honors College	Recruiting postcards (with and without copy)	parents	Parents	ongoing series	1
Honors College	Recruiting brochure	prospective students	Prospective Students	1x/every 2 years	
Honors College	Recruiting brochure	their parents	Parents	1x/every 2 years	
Honors College	Recruiting brochure	high school counselors	Other	1x/every 2 years	
Honors College	Recruiting folder	prospective students	Prospective Students	1x/every 2 years	
Honors College	Recruiting folder	their parents	Parents	1x/every 2 years	
Honors College	Recruiting folder	high school counselors	Other	1x/every 2 years	
Honors College	Honors College medal	current students	Students	one-time project	
Honors College	Honors College medal	faculty	Faculty/Staff - Internal	one-time project	
Honors College	e-postcard series	Peers who respond to US News & World Report surveys	Other	TBD	
Libraries	folder with information insert	prospective donors	Donors	as needed; usually two to three years	
Libraries	folder with information insert	stakeholders	Other	as needed; usually two to three years	
Libraries	invitations to special events	guest list	Other	as needed for special events	1
Libraries	posters	targeted audiences for special events, notices, information	Other	dozens per annum	
Libraries	Rise display	library patrons in building	Other	continuous display; updated as needed	
Libraries	RibTV slides	campus	Faculty/Staff - Internal	as needed	
Libraries	RibTV slides	campus	Students	as needed	
Business	Newsletters for Walton College departments (11) either electronic or print	Students	Students	Varies	12
Business	Newsletters for Walton College departments (11) either electronic or print	prospective students	Prospective Students	Varies	12
Business	Newsletters for Walton College departments (11) either electronic or print	faculty	Faculty/Staff - Internal	Varies	12
Business	Newsletters for Walton College departments (11) either electronic or print	alumni	Alumni	Varies	12
Business	Newsletters for Walton College departments (11) either electronic or print	corporate partners	Other	Varies	12
Business	Flyers for speakers, conferences, events, etc for 11 outreach centers and 7 academic departments	Students	Students	Varies	1
Business	Flyers for speakers, conferences, events, etc for 11 outreach centers and 7 academic departments	prospective students	Prospective Students	Varies	1
Business	Flyers for speakers, conferences, events, etc for 11 outreach centers and 7 academic departments	faculty	Faculty/Staff - Internal	Varies	1
Business	Flyers for speakers, conferences, events, etc for 11 outreach centers and 7 academic departments	alumni	Alumni	Varies	1
Business	Flyers for speakers, conferences, events, etc for 11 outreach centers and 7 academic departments	corporate partners	Other	Varies	1
AWTC	Brochures	General Public	Other	As needed	1

Academic Communications	Research Frontiers	government	Other	2x per year	2
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