



## Case Study – UCSD Extension

UCSD Extension was going through change. It had broad offerings that appealed to many unrelated constituencies, a solid history of innovation, a constantly changing market environment and multiple challenges and opportunities because of competition from other extension programs and emerging for-profit schools. The dean and her key advisors were analyzing expanding into new areas, such as certificate programs in life science education, the business of biotech, digital marketing and other niches not found elsewhere. Gable PR was retained to conduct an *internal audit* to hone in on core values and attributes, conduct an *external audit* among media and civic leaders for determining outside perceptions and then developing a program to *position* and *differentiate* UCSD Extension for future growth.

Based on the findings, the agency team provided recommendations on creating new *media relations* and community relations programs to tell the Extension story. This included developing case histories on program successes and placing *feature stories* on the successes of typical Extension *students* (mostly 45-plus; slight majority women) and the introduction of new programs and capabilities, such as an expanded Distance Learning Program, digital media and business education for life science entrepreneurs. The *success stories* would be placed in local newspapers where the students lived. Where appropriate, the success stories would be pitched to broadcast media. UCSD Extension adopted the Gable PR recommendations and implemented with internal management and staff.





## Case Study – UCSD Connect

Tom Gable has been actively involved since the founding of this community resource in 1985. He led the agency effort that created the CONNECT *name, brand and logo* for what was originally called "The UCSD Program in Technology and Entrepreneurship." The agency efforts over more than two decades helped position CONNECT with many different audiences. *Media relations* raised its image and reputation and it is now regarded as the nation's most successful regional program linking high-technology and life science entrepreneurs with the resources they need for success. Tom also named its Springboard program, where local experts prepare emerging companies for future growth, and has been involved regularly in screening candidates for the Most Innovative Products competition and Financial Forum. Gable PR has served as CONNECT's *agency of record* at different stages in its evolution, from creating the new brand, to *promoting* its regular programs, to *introducing* new initiatives (Wireless Health Alliance San Diego Sports Innovators) and repositioning the organization when it spun out of UCSD as an independent not-for-profit.





## Case Study – National University

Gable PR handled *issues management* and crisis communications for National University through a two-year period of major organizational changes, including replacing the founding CEO and several of his confidants who held high academic positions. The agency built a communications plan, with processes and protocols, in advance of the changes. It developed the *creative* platform, rationale and copy points to be used once the time was considered right for announcing the CEO change as a starting point. The components included *internal communications* (briefing materials for full-time staff and faculty; part-time faculty), *community relations*, *industry relations* and *media relations*. The agency personally educated the media about the strong history National University had in the community, its history of contributions and its commitment to be a good civic citizen under the new leadership.





## Case Study – SDSU

### *School of Business Administration*



SAN DIEGO STATE  
UNIVERSITY

The SDSU College of Business Administration established a goal to better connect with the San Diego business community and achieve several key objectives, including: improved overall image and awareness; increased local contributions for scholarships; increased gifts from planned giving; greater participation from senior business executives in programs on campus. Gable PR worked with the school to establish a program that reached out to the community in new ways. It created a theme – *Education that works* – to focus on the pragmatic nature of the college curriculum, including one of the finest accounting schools in the west. It developed a concept for holding a regular series of invitation-only on-campus *receptions* for local business leaders to introduce them to the dean of the college and heads of different schools and departments. The receptions included brief introductions to the quality of the college and its growth, while outlining some of the challenges from impacted funding from the State of California. Attendees were recruited for business development committees and teams to co-host future events. The SDSU public relations department launched a program of *consistent communications* about the success of its business graduates, to include starting a *newsletter* and issuing *news releases* on major milestones. After one year, the program became a permanent part of the responsibilities of the SDSU internal department. The College of Business Administration has continued to grow in stature nationally and enjoys consistent increases in the number and quality of its applicants.