Descriptive Summary

Title: University of California, Riverside, Office of Strategic Communications records.

Date (inclusive): 1914-2008

Collection Number: UA 215

Creator: University of California, Riverside.

Extent: 106.3 Linear Feet80 (Record Storage Boxes)

Repository: Rivera Library. Special Collections Department.
Riverside, CA 92517-5900

Abstract: This collection is comprised of material pertaining to the University of California, Riverside's Office of Strategic Communications. The UCR Office of Strategic Communications is responsible for creating and managing the marketing of the university through first-person communication, programs, and publications. This collection consists of faculty biographical files, departmental files, publications, financial records, strategic planning documents, and photographs and their negatives of the university campus, faculty, and students.

Languages: The collection is in English.

Access

This collection is unprocessed. Please contact Special Collections & University Archives regarding the availability of materials for research use.

Publication Rights

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Preferred Citation

[identification of item], [date if possible]. University of California, Riverside, Office of Strategic Communications records, (UA 215). Special Collections & University Archives, UCR Library, University of California, Riverside.

Collection Scope and Contents

This collection is comprised of University of California, Riverside's Office of Strategic Communications publications, photographs, faculty biographical files, departmental files, and financial records. It includes colored slides, photographs and their negatives of campus buildings faculty, and student activities. This collection also contains faculty biographical files, both living and deceased, and university publications such as the UCR Magazine, Fiat Lux, and the UCR Highlander Student Newspaper.

Indexing Terms

The following terms have been used to index the description of this collection in the library's online public access catalog.

Subjects

College publicity
Marketing
Public relations

Genres and Forms of Materials

Clippings (information artifacts)
Financial records
Photographs
Promotional materials
Publications