

St. John's University (Collegeville, Minn.). Communication and Marketing Services.

Records, 1942- (bulk 1961-)

SJU Archival Collection 23

66.85 cubic ft. (143 archive boxes)

ABSTRACT: Collection contains records of the Communication and Marketing Services Office and its predecessors at St. John's University. Communication and Marketing Services is charged with internal and external communication of the College of Saint Benedict and St. John's University.

SCOPE AND CONTENT NOTE: The collection includes correspondence, photographs, minutes, publications, financial records, and reports. Topics include grant proposals and foundations, individual faculty members, special events, and the university's programs and initiatives. A substantial part of the collection is media releases, news clippings, and background information on faculty or guest lecturers. Most of the records were created in 1961 or later.

ADMINISTRATIVE HISTORY: A news bureau was formed at St. John's in 1937 to publicize the university's activities. By 1955, it was called the Public Information Office. From 1957 until 1966, it was the Public Relations Office, after which the name Public Information Office was resumed. In 1976, the name changed to Communication and Grant Support. In 1978 it was Information Services and Grant Support, and became Information Services and Foundation Relations the following year. In 1988 the name was changed again, to University Relations.

In 1994, the joint College of Saint Benedict/St. John's University Public Affairs Office was formed. The name was changed in 1999 to Institutional Marketing and Communications. In July 2000, this office became Communication and Marketing Services. In 2015, it became the Office of Marketing and Communications. To summarize:

- 1937 News bureau forms
- 1955 Public Information Office ("PIO")
- 1957 Public Relations Office
- 1967 Public Information Office
- 1976 Communication and Grant Support
- 1978 Information Services and Grant Support

1979 Information Services and Foundation Relations
1988 University Relations
1994 CSB/SJU Public Affairs Office [joint]
1999 Institutional Marketing and Communications
2000 Communication and Marketing Services ("CMS")
2015 Office of Marketing and Communications ("OMC")

ARRANGEMENT: The files are organized alphabetically.

ACCESS RESTRICTIONS: There are no access restrictions on the materials, and the collection is open to all members of the public.

COLLECTION CITATION: This collection should be cited as:

St. John's University (Collegeville, Minn.). Communication and Marketing Services. Records, 1942- . SJU Archival Collection 23. St. John's University Archives, Collegeville, Minnesota.

RELATED COLLECTIONS: PC 8, Public Relations Office Photography Collection. See also the College of Saint Benedict Archives, Collection 12.01, Office of Communication and Marketing Services.
(<http://apps.csbsju.edu/csarchives/FindingAidsDetails.aspx?number=12.01>)

ACQUISITION: The collection was transferred to the archives in small sections by a number of donors over the years. Accessions numbers: 255A, 294, 294A, 321, 350, 366, 385, 412, 419, 425, 430, 434, 435, 437, 441, 449, 466, 474, 496, 523, 542, 562, 570, 571, 586, 625, 629, 87-013, 2006-003, 2007-010, 2008-010, 2011-004, 2012-025, 2016-005.

SUBJECT TERMS:

- St. John's University (Collegeville, Minn.)—Public relations.
 - College publicity.
 - Research grants.
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INVENTORY: For contents, search for “Public Relations Office” in the Inventory List (<http://apps.csbsju.edu/sjuarchives/Inventory.aspx>).
