Guide to the San José State University Public Relations and Publications Records

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Collection number: MSS-2009-03-11

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Finding aid funded by the generous support of the National Historical Publications and Records Commission (NHPRC).

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Date Completed: 2009
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Descriptive Summary
Title: San José State University Public Relations and Publications Records
Dates: 1953-1977
Bulk Dates: 1961-1970
Collection number: MSS-2009-03-11
Creator: San José State University Public Relations and Publications Dept.
Collection Size: 17 Boxes (20.42 linear feet)
Repository: San José State University, Library.


Physical location: For current information on the location of these materials, please consult the Library's online catalog.
Languages: Languages represented in the collection: English

Access
The collection is open for research.

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Preferred Citation
San José State University Public Relations and Publications Records, MSS-2009-03-11, San José State University Library Special Collections and Archives.

Processing Information

Project Information
This finding aid was created as part of the Survey and Cataloging Project, a two-year San José State University Library grant project funded by the National Historical Publications and Records Commission. The project began in 2008. The Project Director is Danelle Moon. The Project Archivist is Erin Louthen.

Organizational History
In 1857 the San Francisco Board of Education established Minns’ Evening Normal School for current and prospective teachers in the city. Named after its principal, George W. Minns, the institution was formally established as the first California State Normal School by the State Legislature in 1862. A decade later, the Legislature voted to move the Normal School to San José, and the school relocated to its new home on Washington Square prior to the fall term of 1872. After a fire destroyed the Normal School building in 1880, the Legislature authorized $200,000 to construct a new building on the same site. Completed in 1881, the building was commonly referred to as the Second State Normal School. After several names and curriculum changes, Minns’ Normal school is now San José State University, offering more than 134 bachelor’s and master’s degrees with 110 concentrations, and is recognized as one of the top public universities granting such degrees in the West.

The Office of Public Relations and Publications was created in 1953 under the leadership of President John T. Wahlquist (1952-1964). The department created and disseminated news releases and announcements to the university community, including specific academic departments and the general public. The Public Relations and Publications Department is now known as San José State University’s Office of Public Affairs and it continues to serve as the communication link to the campus and external community.

Bibliography:
San José State University. *About SJSU*. [http://www.sjsu.edu/about_sjsu/]

Scope and Content of Collection
The San José State University Public Relations and Publications records, 1953-1977 (bulk 1961-1970) include newspaper clippings, press releases, faculty information with accompanying photographs, budget summaries, and newsletters. Information documenting the 1965-1967 budget crisis is well-represented by files, newspaper clippings, summaries, and press releases. Newspaper clippings and press releases also chronicle the tumult of the late 1960s, including riots, protests, sit-ins, and campus demonstrations. Three newsletters are included in the collection, two of which were produced by San José State: *San José State College/University News* (1966-1977) and *Campus Digest* (1969-1971).

Arrangement

Indexing Terms
The following terms have been used to index the description of this collection in the library's online public access catalog.
San José State University. Public Relations and Publications Dept. -- History
San José State University. Public Relations and Publications Dept. -- Records and correspondence
San José State University -- Public relations
San José State College -- History
California State University, San José -- History
San José State University -- History
Press releases -- California -- San José
Series I: Faculty Records 1956-1967
   Physical Description: 4 Boxes
   Series Scope and Content Summary
   This series contains general public relations files about San José State College faculty members. Each file includes information concerning a SJSC faculty member, such as degrees held, past work experience, family, and a photograph.
   Arrangement
   The series is arranged alphabetically by faculty surname.

Boxes 1-2
   Faculty Record Cards, "A-FE" and "G-L" 1956-1966

Box 3
   Faculty Record Cards, "MC-SPR" 1958-1967

Box 4
   Faculty Record Cards, "STA-Z" 1958-1966

Series II: Newsletters 1956-1977
   Physical Description: 4 Boxes
   Series Scope and Content Summary
   The Office of Public Relations and Publications was created in 1953 under the leadership of President John T. Wahlquist (1952-1964). This series consists of newsletters, two of which were produced by San José State and the third is a national educational newsletter entitled Impact (1959-1974). The department produced the Campus Digest (1969-1971) and San José State College News/San José State University News (1966-1977), which served as one of the primary communication vehicles for the campus. This series also includes publicity information regarding the 1964 election and Proposition 2, a ballot measure created to provide grant funding for campus building construction projects in the California State College system.
   Arrangement
   The series is arranged chronologically by publication.

Box 5
   Campus Digest and Impact 1959-1974

Box 6
   San José State College News 1966-1968

Box 7
   San José State College News and San José State University News 1968-1972

Box 8
   San José State University News 1973-1977
Series III: **Newspaper Clippings and Press Releases 1959-1971**

- **Physical Description:** 7 Boxes
- **Series Scope and Content Summary**
  The bulk of the Public Relations and Publications Department records consist of newspaper clippings and press releases relating to events that occurred at San José State University over a 20-year period.
- **Arrangement**
  The series is arranged chronologically by date and alphabetically within each year.

**Boxes 9-16**

**Newspaper Clippings and Press Releases 1961-1971**

- **Series IV: Chancellor’s Office News Releases 1965-1968**
  - **Physical Description:** 1 Box
  - **Series Scope and Content Summary**
    This series includes news releases received by the San José State College Public Relations and Publications Department from the California State College’s Chancellor’s Office. These news releases were distributed at the campus level and to the general public. Many of the announcements document the California budget crisis during this time period, as well as Governor Ronald Reagan’s higher education policies, and the measures SJSC undertook to stay afloat during the economic downturn.
  - **Arrangement**
    The series is arranged alphabetically.

**Box 17**

**Chancellor’s Office, Board of Trustees, News Releases 1965-1978**