ABSTRACT

THESIS: Crisis communication and performance indicators at Southern Illinois University

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This thesis explores the intersection of framing, crisis communication, marketing, and reputation 2004-2012 at Southern Illinois University-Carbondale. In measuring reputation as a function of key performance indicators, this case study showed crisis framing didn't affect key performance indicators as predicted by Situational Crisis Communication Theory. Thus, research shows crisis nature is a better indicator of proper response than the SCCT response grid. Further research is needed to explore the multifaceted nature of university reputation, with a focus on enrollment's importance and the factors that impact reputation in a university's secondary markets.