

Assessment of Program Competencies

Department: Communication Arts

Academic Program: Program: Public Relations

Program Mission	Academic Goals	Program Competencies	Course(s) in which Program Competency is covered	Place(s) in which Program Competency is assessed	Tool(s)
<p>Communication Arts department mission: The mission of the communication arts department is to develop graduates who are thoughtful scholars and professionals capable of adapting to change and creating change in the profession and in communities, open-minded, committed to truth and the empowerment of all citizens. The graduates recognize excellence and strive to produce it. The graduates' professional and personal ethics are in harmony. The graduates celebrate individuality and</p>	<p><i>CA Program Goal #1 -- The student recognizes excellence in professional activities and demonstrates the ability to create high-level professional work. The graduate demonstrates professional dispositions in all activities.</i></p> <p><i>CA Program Goal #2 -- The graduate demonstrates effective communication across cultures and audiences in personal and professional life. The graduate recognizes the centrality of effective communication in societies and among peoples.</i></p> <p><i>CA Program Goal #3 -- The graduate engages in critical and strategic thinking in personal and professional decision-making.</i></p> <p><i>CA Program Goal #4 -- The graduate applies ethical principles in resolving professional questions always recognizing the connection between professional communicators and their communities. The graduate's personal and professional ethics are in harmony. The graduate expresses the desire to utilize the profession for the good of the community.</i></p> <p><i>CA Program Goal #5 -- The graduate demonstrates appreciation of the First Amendment, freedom of speech, a free press, open inquiry and open government in the United States and honors the va</i></p> <p><i>CA Program Goal #6 -- The graduate demonstrates familiarity with t</i></p>			<p>Capstone Experience (eventually a capstone course. Presently during last semester prior to graduation)</p>	<p><i>Portfolio</i></p>

Goal # 1	The public relations graduate presents a portfolio containing examples of work meeting high professional standards in a wide range of activities – writing, photography, design, and broadcasting, evidenced by production and execution of professional quality public information strategies.	1. The student writes and produces professional quality press materials, including releases, PSA's, newsletters (internal and external), and materials for the Internet.	CA 241, CA 341, CA 315, CA311, CA 441	Capstone Experience	Portfolio
Goal # 2	The graduate articulates strategic methods for reaching diverse audiences identifying cross-cultural concepts in projects and senior portfolio.	2. The student articulates in her public information strategy methods for reaching diverse audiences with her message.	CA315D, CA 241, CA341, CA441	Capstone Experience	Portfolio
Goal # 3	The graduate articulates elements of strategy building in the design and execution of public relations materials and information plans included in the portfolio. In coursework artifacts and the portfolio essay the graduate analyzes the ethics and practice of public relations in regard to its role in the health of communities and desires change in those practices, where necessary,.	3. The student articulates elements of strategy building, and analyzes strategic thinking, in the design and execution of public relations materials (newsletters, PSA's, etc.).	CA315D, CA 241, CA 341, CA 441	Capstone Experience <i>(eventually a capstone course. Presently during last semester prior to graduation)</i>	Portfolio
Goal # 4	In the portfolio essay, the senior project and coursework artifacts, the public relations graduate analyzes the role of the public relations professional in serving both the client and the public, using the PRSA's ethical guidelines as a benchmark.	4. The student critically discusses and analyzes the role of the public relations professional in serving both the client and the public, using the PRSA's ethics guidelines as a benchmark.	CA302, CA 311, CA 315D	Capstone Experience <i>(eventually a capstone course. Presently during last semester prior to graduation)</i>	Portfolio

Goal # 5	In the portfolio essay and coursework artifacts the graduate articulates the role of public relations in the dissemination of information in free societies and expresses respect for the rights of others to inquire legally about the organizations they may represent.	5. The student understands, analyzes, and discusses the role of public relations in the dissemination of information in free societies.	CA 302, CA 315D, CA 241, CA 341, CA 441, CA 322	Capstone Experience (eventually a capstone course. Presently during last semester prior to graduation)	Portfolio
Goal # 6	The graduate identifies elements of the portfolio which show utilizations of a professional model (like Cutlip's 3-step process) in the planning and design of public relations products and campaign projects. In the portfolio essay, coursework artifacts or a senior project the graduate applies the historical development of public relations to contemporary cases and problems.	6. The student utilizes a professional model (like Cutlip's 3-step process) in the planning, design, and evaluation of their public relations products.	CA 241, CA 341, CA 441	Capstone Experience (eventually a capstone course. Presently during last semester prior to graduation)	Portfolio
Goal # 7	In the portfolio the graduate identifies examples of public relations materials and campaigns she developed which target specific demographics, utilizes mass media, communication, and learning theory to create messages which may be expected to produce desired effects.	7. The student produces materials and campaigns that target specific demographics, and analyzes those materials in terms of desired effects.	CA 322, CA 315D, CA 441	Capstone Experience	Portfolio
		8. The student produces professionally written public relations materials.	CA 322, CA 315D, CA 441	Capstone Experience	Portfolio
		9. Student produced public relations materials are professionally designed.	CA 322, CA 315D, CA 441	capstone experience	Portfolio
		10. Student produce public relations materials that are professional photographed and/or demonstrate professional audio-video production values.	CA 322, CA 315D, CA 441	Capstone Experience	Portfolio