

**Assurance of Student Learning
2019-2020**

<i>Potter</i>	<i>Communication</i>
<i>Public Relations 763</i>	
<i>Vicki Bagwell, 5-5834, Vicki.bagwell@wku.edu</i>	

Student Learning Outcome 1: *Students should be able ethically to articulate the expanding and important role of public relations in modern society.*

Instrument 1 | Direct: Analysis of Capstone Project

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	Met	Not Met
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Student Learning Outcome 2: *Students should be able ethically to demonstrate knowledge and develop skills required for Campaign Development and presentation in the public relations field.*

Instrument 1 | Direct: Analysis of Capstone Project

Instrument 2 | Indirect: Student Learning: Practicum Appraisal from Community Partner

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	Met	Not Met
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Student Learning Outcome 3: *Students should be able ethically to exhibit high standards of professional conduct.*

Instrument 1 | Direct: Analysis of Capstone Project

Instrument 2 | Indirect: Student Learning Practicum Appraisal from Community Partner

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.	Met	Not Met
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Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)

This assessment indicates that all SLOs were maintained in each category. Adjustments and annual reviews of course offerings have helped strengthen program goals and outcomes and are better preparing students for a career in public relations. The last overall curriculum review and subsequent changes were effective Fall 2016, and this assessment offers a review of students who have benefitted from these class changes.

Based upon analysis and evaluation of a variety of direct and indirect measures, the following changes were implemented in the assessment of the Public Relations major.

In 2019-20, the Public Relations program student learning outcomes were updated by PR faculty and endorsed by the Undergraduate Curriculum Committee and the full department to provide more specific guidance for student learning.

Additionally, the rubric used to analyze the key artifact, a capstone project, for assessment was updated.

In Spring 2020, internship employers conducted rubric-based analyses and evaluations of the students in PR 489: Internship and offered constructive feedback. In one indirect measure, faculty members analyzed internship supervisors' evaluations, noting positive feedback on the strengths of Public Relations students: a "can do" approach to everything she is tasked with, responsive to feedback, shows initiative, detail oriented, and shows the ability to run multi-platform, multi-site social media with little guidance. Weaknesses included writing well, staying organized, and improving in the area of problem solving.

Also, the faculty member leading the internship class will meet each student at a mid-point of internship to enhance their understanding.

To follow-up,

- During the Fall 2020 semester, Public Relations faculty will meet to consider changes in the PR 456 class for Spring 2021.
- In Fall 2020, the Public Relations faculty will meet to consider adding further assessment measures, such as formal alumni surveys, to program assessment.
- Faculty members leading PR 489: Internship will meet with interns halfway through each upcoming semester to review expectations of learning in the internship and focus attention on the value of the employer's evaluation.
- **The PR Capstone class will be assessed in Spring 2021.**

Student Learning Outcome 1

Student Learning Outcome 1			
Student Learning Outcome	<i>Students should be able ethically to articulate the expanding and important role of public relations in modern society.</i>		
Measurement Instrument 1	<p>DIRECT: Analysis of Capstone Project: Students in the capstone course (456 PR Management) were assigned a public relations project to research, plan, implement and evaluate. As an outcome of this project, students compile a booklet of their pre- and post-campaign research as well as document the implementation steps conducted. In this project, students better understand the role of how to measure changes in awareness, attitudes or behavior by target audiences before and after a public relations campaign is conducted.</p> <p>For SLO 1, the collective mean for showing evidence of Explanation of Public Relations Concepts and Structure/ Organization was M=4.0.</p>		
Criteria for Student Success	Student teams should exceed 3 (Satisfactory) on each of the five measures described in Methods. Student teams earned 4 or above in 21 out of 30 (five measures x six teams) of each measurement. The overall mean for the six teams was 4.0.		
Program Success Target for this Measurement	70% of students	Percent of Program Achieving Target	70% of students earned 4.0 or above in 21 of the 30 measurements
Methods	<p>DIRECT: Final booklet artifacts from the capstone course project were collected from all students in the course ($N = 27$). The artifacts were developed by student teams ($N = 6$). Full-time faculty evaluated the project booklets content as well as PR implementation practices. The rubric used for scoring was developed by the public relations faculty and included the following criteria: Structure/Organization and Explanation of Concepts; Application of PR Skills -- Writing, Tactics, Research, Strategy, Problem Solving; Creativity/Diversity of Approach; Professionalism and Ethical Considerations/Formatting/Accuracy; and, Completeness. Responses to questions were recorded using Likert-type response scales ranging from 1 as Unsatisfactory Achievement to 5 as Excellent Achievement.</p> <p>INDIRECT: Faculty members engage in informal and ongoing conversations related to the curriculum and in the Undergraduate Curriculum Committee, current reading on higher education trends and issues, communicate with alumni, and regularly attend conferences in the discipline.</p>		
Actions (Describe the decision-making process and actions for program improvement. The actions should include a timeline.)			
Senior capstone courses and overall program outcomes were examined in relation to each of the learning outcomes based on artifacts submitted at the close of the spring semester 2020. A new rubric was developed for project review based on the needs of the public relations industry to ensure that graduating students are capable of finding public relations or related employment. The criteria for review included students' demonstration of the application of public relations skills. Faculty will re-examine the class content in Fall 2020 before the Spring 2021 class is conducted.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
AY 2019-20 was our first year to implement revised SLOs updated in September 2019. The revised SLOs map the industry's standards and credential guidelines by putting a stronger emphasis on applied ethical practice. During the Fall 2020 semester , the Public Relations faculty will meet to review this assessment outcomes and review necessary changes needs. The capstone projects developed in Spring 2021 will serve as a continued artifact of the program's assessment.			
Next Assessment Cycle Plan ()			

- During the Fall 2020 semester, Public Relations faculty will meet to consider changes in the PR 456 class for Spring 2021.
- In Fall 2020, the Public Relations faculty will meet to consider adding further assessment measures, such as alumni surveys, to program assessment.
- Faculty members leading PR 489: Internship will meet with interns halfway through each upcoming semester to review expectations of learning in the internship and focus attention on the value of the employer evaluation.
- The PR Capstone class will be assessed again in Spring 2021.

Student Learning Outcome 2

Student Learning Outcome	<i>Students should be able ethically to demonstrate knowledge and develop skills required for Campaign Development and presentation in the public relations field.</i>		
Measurement Instrument 1	<p>DIRECT: Analysis of Capstone Project. Students in the capstone course (456 PR Management) were assigned a public relations project to research, plan, implement and evaluate. As an outcome of this project, students compile a booklet of their pre- and post-campaign research as well as document the implementation steps conducted. In this project, students better understand the role of how to measure changes in awareness, attitudes or behavior by target audiences before and after a public relations campaign is conducted.</p> <p>For SLO 2, the collective mean for showing evidence of the application of Public Relations skills, including writing, tactics, research, strategy and problem solving was M = 4.33.</p>		
Criteria for Student Success	Student teams should exceed 3 (Satisfactory) on each of the five measures described in Methods. Student teams earned 4 or above in 21 out of 30 of each (five measures x six teams) measurement. The overall mean for the six teams was 4.0.		
Program Success Target for this Measurement	70%	Percent of Program Achieving Target	70% of students earned 4.0 or above in 21 of the 30 of each individual measurement
Methods	<p>DIRECT: Final booklet artifacts from the capstone course project were collected from all students in the course ($N = 27$). The artifacts were developed by student teams ($N = 6$). Full-time faculty evaluated the project booklets content as well as PR implementation practices. The rubric used for scoring was developed by the public relations faculty and included the following criteria: Structure/Organization and Explanation of Concepts; Application of PR Skills -- Writing, Tactics, Research, Strategy, Problem Solving; Creativity/Diversity of Approach; Professionalism and Ethical Considerations/Formatting/Accuracy; and, Completeness. Responses to questions were recorded using Likert-type response scales ranging from 1 as Unsatisfactory Achievement to 5 as Excellent Achievement.</p> <p>INDIRECT: Faculty members engage in informal and ongoing conversations related to the curriculum and in the Undergraduate Curriculum Committee, current reading on higher education trends and issues, communicate with alumni, and regularly attend conferences in the discipline.</p>		
Measurement Instrument 2	INDIRECT: Student Learning Practicum Appraisal		
Criteria for Student Success	In a Community Partner/Employer reported data on a 1-5 Likert scale, each supervisor was asked to assess the student in 11 criteria and provide overall feedback. Four of five students' average was 4.0 or greater, which led to a mean of overall evaluations as $M = 4.4$.		
Program Success Target for this Measurement	70%	Percent of Program Achieving Target	80%

Methods	The assessment was based on analysis of an anonymous quantitative survey sent to employers who managed the student during an internship. (N=6). The survey consisted of 11 criteria to determine the overall satisfaction of the employer with the student's skill set and understanding of public relations. This included components such as intern's appearance, maturity, punctuality, attitude, interpersonal relations skills, organizational skills, ability to learn, initiative, responsibility, quantity of work and quality of work. Responses to questions were recorded using Likert-type response scales (5-point, ranging from <i>Strongly Disagree</i> to <i>Strongly Agree</i> or <i>Very Dissatisfied</i> to <i>Very Satisfied</i>). Valid responses were collected from 83.3% of PR interns' employers (N=5 of 6 possible). (Note internships were cancelled or dissolved ahead of schedule because of COVID 19.)	
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	Met	Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)		
Senior capstone courses and overall program outcomes were examined in relation to each of the learning outcomes based on artifacts submitted at the close of the spring semester 2020. A new rubric was developed for project review based on the needs of the public relations industry to ensure that graduating students are capable of finding public relations or related employment. The criteria for review included students' demonstration of the application of public relations skills. Faculty will re-examine the class content in Fall 2020 before the Spring 2021 class is conducted.		
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)		
AY 2019-20 was our first year to implement revised SLOs updated in September 2019. The revised SLOs map the industry's standards and credential guidelines by putting a stronger emphasis on applied ethical practice. During the Fall 2020 semester , the Public Relations faculty will meet to review this assessment outcomes and review necessary changes needs. The capstone projects developed in Spring 2021 will serve as a continued artifact of the program.		
Next Assessment Cycle Plan (Please describe your assessment plan timetable for this outcome)		
<ul style="list-style-type: none"> • During the Fall 2020 semester, Public Relations faculty will meet to consider changes in the PR 456 class for Spring 2021. • In Fall 2020, the Public Relations faculty will meet to consider adding further assessment measures, such as alumni surveys, to program assessment. • Faculty members leading PR 489: Internship will meet with interns halfway through each upcoming semester to review expectations of learning in the internship and focus attention on value of the employer evaluation. • The PR Capstone class will be assessed again in Spring 2021. 		

Student Learning Outcome 3

Student Learning Outcome	<i>Students should be able ethically to exhibit high standards of professional conduct.</i>		
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Criteria for Student Success	Student teams should exceed 3 (Satisfactory) on each of the five measures described in Methods. Student teams earned 4 or above in 21 out of 30 (five measures x six teams) of each measurement. The overall mean for the six teams was 4.0.		
Program Success Target for this Measurement	70%	Percent of Program Achieving Target	70% of students earned 4.0 or above in 21 of the 30 of each individual measurement
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Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)

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Next Assessment Cycle Plan (Please describe your assessment plan timetable for this outcome)

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- In Fall 2020, the Public Relations faculty will meet to consider adding further assessment measures, such as formal alumni surveys, to program assessment.
- Faculty members leading PR 489: Internship will meet with interns halfway through each upcoming semester to review expectations of learning in the internship and focus attention on the requirements and value of the 'Consultant's Report' assignment.
- **The PR Capstone class will be assessed again in Spring 2021.**