



## Public Relations Assessment Plan Dashboard

SLO	Description	Met Target?		
		Method 1	Method 2	Method 3
1	Know why the theories and principles of public relations are important	Met	Not Met	n/a
2	Understand the functional areas of public relations: analysis, planning and strategy, research, organizing, writing, evaluating, and managing	Met	n/a	n/a
3	Demonstrate knowledge of biblical principles and values applicable to their personal and professional lives	n/a	n/a	n/a
4	Develop tools and strategies for applying the principles learned throughout their academic and professional careers wherever they are serving.	Met	Met	Not Met

Key	
n/a	not applicable, method not used
NR	not reported, no results reported
Exceeded	exceeded the target
Met	target met, no action required
Not Met	target not met
New	new measurement, results not gathered yet
IP	in process, interpretation of results is in work



## Public Relations Assessment Plan Dashboard Detail

### SLO1 - Know why the theories and principles of public relations are important

Method 1	COM/MAR2013 weekly online quizzes	85% average	Met
Method 2	COM/MAR2013 Midterm/final exam	80% average	Not Met
Method 3	----		n/a

### SLO2 - Understand the functional areas of public relations: analysis, planning and

Method 1	COM/MAR2013 major event planning weekly evaluations	75% average	Met
Method 2	----		n/a
Method 3	----		n/a

### SLO3 - Demonstrate knowledge of biblical principles and values applicable to their

Method 1	COM3113 TBA (course to be taught in Fall 2016)	TBA	n/a
Method 2	----		n/a
Method 3	----		n/a

### SLO4 - Develop tools and strategies for applying the principles learned throughout their

Method 1	COM3001 portfolio website (is there evidence of quality technique in final product?)	90% average	Met
Method 2	COM/MAR2013 project evaluation (did student teams apply concepts stressed in class?)	75% average	Met
Method 3	PR Senior Exam	75% average	Not Met