



Public Relations Assessment Plan Dashboard - 2018/19

SLO	Description	Met Target?			
		Method 1	Method 2	Method 3	Method 4
1	Know why the theories and principles of public relations are important	Exceeded	Met	n/a	n/a
2	Understand the functional areas of public relations: analysis, planning and strategy, research, organizing, writing, evaluating, and managing	Met	Met	n/a	n/a
3	Develop tools and strategies for applying the principles learned throughout their academic and professional careers wherever they are serving.	Met	Exceeded	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 - 2018/19

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

Method 1	COM/MAR2013 weekly online quizzes	85% average	Exceeded
Method 2	COM/MAR2013 Midterm/final exam	80% average	Met
Method 3	----	----	n/a

SLO2 - Understand the functional areas of public relations: analysis, planning and strategy, research, organizing, writing, evaluating, and managing

Method 1	COM/MAR2013 Wrote press releases COM/MAR3113 Wrote press releases COM/MAR2002 Wrote press releases	90% average	Met
Method 2	COM/MAR2002 Research for NCSAA, schools-athletic directors, coaches, teams, and media	90% average	Met
Method 3	----	----	n/a

SLO3 - Develop tools and strategies for applying the principles learned throughout their academic and professional careers wherever they are serving.

Method 1	COM3001 portfolio website (is there evidence of quality technique in final product?)	is there evidence of quality technique in final product? 90% average	Met
Method 2	COM/MAR3113 Wrote weekly reflections integrating text with how to apply currently and after graduation	75% average	Exceeded
Method 3	COM/MAR2002 Wrote "StoryBrand" for NCSAA	90% average	Met
Method 4	PR Senior Exam	75% average	Not met