

Assurance of Student Learning Reflection 2024-2025

Potter College of Arts & Letters

School of Media & Communication

Public Relations, #763

Angie Jerome

Is this an online program? ☐ Yes ☒ No

Please make sure the Program Learning Outcomes listed match those in CourseLeaf. Indicate verification here ☒ X
☒ Yes, they match! (If they don't match, explain on this page under **Evaluation**)

Instructions: For the 2024-25 assessment, we are asking you to reflect on the last three-year cycle rather than collect data. It's important to take time to look over the results from the last assessment cycle and really focus on a data-informed direction going forward. In collaboration with your assessment team and program faculty, review each submitted template from 2021-2024 and consider the following for each Program Learning Outcome, add your narrative to the template, and submit the draft to your **ASL Rep** by **May 15, 2025**.

Program Student Learning Outcome 1-3

Program Student Learning Outcome

1. Students should be able ethically to articulate the expanding and important role of public relations in modern society.
2. Students should be able ethically to demonstrate knowledge and develop skills required for Campaign Development and presentation in the public relations field.
3. Students should be able ethically to exhibit high standards or professional conduct.

Evaluation

Since merging the School of Media & Communication, we have decided to merge the AD and PR programs (a new program proposal has already been drafted). This program will be suspended in favor of the new program. Further, the new program will become part of the SMC's ACEJMC accreditation which requires some changes in SLOs and required courses.

New Program Description:

This program will prepare students to thrive in a professional workplace that has increasingly shifted to an integrated approach to advertising and public relations. Skills in cross-platform content creation, integrated campaign analytics, and unified messaging provide students with a well-rounded and adaptable knowledge base desired by advertising and public relations organizations.

The SLOs for the new, combined major as of Fall 2026 will be:

- Demonstrate an understanding of the principles and laws of freedom of speech/press, professional ethics, cultural proficiency, and the historical role of media institutions in shaping communications. (Required SLO from our ACEJMC Accreditation Committee)
- Apply analytical reasoning skills using tools and technology appropriate to the discipline in the research, presentation, and evaluation of information. (Required SLO from our ACEJMC Accreditation Committee).
- Demonstrate knowledge and skills required for campaign research, data-based strategy, effective decision making, planning, and evaluation in the advertising and public relations fields.
- Demonstrate proficiency in utilizing industry-standard advertising and public relations technologies for actionable media planning, media monitoring, content creation, and campaign reporting, analytics, and evaluation.
- Apply strategic communication and planning, writing, and creative thinking skills in the development of campaigns and collateral materials for real-world advertising and public relations events.

Measurement Instruments	The SMC ACEJMC assessment committee has revised the artifacts and measurements for SLOs 1 and 2 above. When the new ADPR capstone course, ADPR 400 Integrated AD+PR Campaigns or ADPR 489: Integrated AD+PR Internship, artifacts and measurements will be adapted to measure SLOs 3-5.
Criteria & Targets	This is changing as well. The changes, however, are currently in flux. This is also supported by our May 2025 CEPR reaccreditation which has asked that PR create a more useful assessment plan. That will happen over the 2025-2026 academic year as we revise the major.
Results & Conclusion	While current assignments are working (as is reflected by our CEPR reaccreditation), we are working to streamline some of the ADPR courses and assignments to decrease redundancy and add content needed for students to stay up-to-date with quickly-changing industry standards.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	We will: - Edit SLOs as noted above and - Assure artifacts created will appropriately measure each SLO. - Adjust targets once we know what they are - Reconstruct our curriculum map - Adjust course offerings and sequences to reflect the purpose and SLOs of the new program.