

Student Public Relations Portfolio Assessment
Communications BA - College of Communications

Step 1: Student Learning Outcome

- Demonstrate skills and knowledge for entry into professional practice
- Demonstrate effective use of communication tools and technologies appropriate to the entry level of professional practice

Step 2: Methods and Measures

- Students enrolled in Public Relations Management (COMM 464), spring 2012
- Professional reviewer (faculty & professionals) evaluated student portfolio (writing or creative work) involving the ability to describe a complex situation and apply a theory or model to solve it

Step 3: Criteria of Success

None Indicated.

Step 4: Results

A random sample of 19 (out of 31) portfolios were evaluated using a 4-point rubric. 63% of the portfolios were rated as “Excellent” or “Very good”.

Professional reviewers expressed the following concerns about the portfolios:

- Strong emphasis on organization, but sometimes at the expense of content
- Executive summaries “verbose and redundant”
- Failure to follow instructions
- Presenting facts with no research support
- Writing, proofing, and referencing format errors

Step 5: Improvement Actions

- Assessment results have been reviewed by PR concentration faculty members
- Assessment results, together with results of a recent survey of local PR practitioners by two faculty members, will be used to inform future PR curriculum decisions
- PR faculty are waiting to see the extent to which a curriculum change in the Communications core might aid student learning in COMM 464, as determined in future assessments of this course