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| **Assurance of Student Learning Report**  **2023-2024** | | |
| *Potter College* | | *School of Media & Communication* |
| *Public Relations Major (763)* | | |
| *Kenneth Payne – ken.payne@wku.edu* | | |
| ***Is this an online program***? ☐ Yes ☒ No | Please make sure the Program Learning Outcomes listed match those in CourseLeaf . Indicate verification here ☒ Yes, they match! (If they don’t match, explain on this page under **Assessment Cycle)** | |

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| ***Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages. Add more Outcomes as needed.*** | | | |
| **Program 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 Culminating/Capstone Experience – Public Relations Campaign Plan | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | | **☒ Met** | **☐ Not Met** |
| **Program 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 Culminating/Capstone Experience – Public Relations Campaign Plan | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 2.** | | **☒ Met** | **☐ Not Met** |
| **Program Student Learning Outcome 3: Students should be able ethically to exhibit high standards of professional conduct.**   |  |  | | --- | --- | |  |  | | | | |
| **Instrument 1** | Direct: Analysis of Culminating/Capstone Experience – Public Relations Campaign Plan | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 3.** | | **☒ Met** | **☐ Not Met** |
| **Assessment Cycle Plan:** | | | |
| This assessment indicates that all SLOs were met in each category. Further adjustments of course offerings in 2024 will help strengthen program outcomes and are better preparing students for a career in public relations and strategic communications.  Changes/updates in student learning outcomes were completed for the 2023/24 academic year to close the assessment loop and more closely mirror industry skills and training needed by program graduates to gain employment in the public relations industry. The program did submit and gain approval for program-level changes to the curriculum in 2023 - several courses were deleted/added to the curriculum including: deleted PR 350 from PR core (replaced by SMC 301); deleted PR 354 from Diversity Electives; deleted COMM 200 from required courses outside the PR core; added; deleted Restricted Elective option from program; added VJP 261 to required courses outside the PR Core; added BCOM 264 to required courses outside the PR Core; added BCOM 301 to required courses outside the PR Core. In addition, and in preparation for ACEJMC accreditation, the PR major will soon adopt a new set of program-level SLOs that account for the 12 Core Competencies required by the Council.  To follow-up:   * In 2024 the PR faculty will meet to consider updating/adding ACEJMC assessment measures to program ASL. * The PR capstone class (PR 456) will be assessed again in Spring 2025. | | | |

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| **Program Student Learning Outcome 1** | | | | | |
| **Program Student Learning Outcome** | **Students should be able ethically to articulate the expanding and important role of public relations in modern society.** | | | | |
| **Measurement Instrument 1** | Direct: Analysis of Culminating/Capstone Experience – Public Relations Campaign Plan  DIRECT measures of student learning: 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 folder 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 attitudes and/or behavior by target audiences before and after a public relations campaign is conducted.  For SLO 1, the collective mean was M=4.5 | | | | |
| **Criteria for Student Success** | Students should receive a 3 (Satisfactory) or higher on this SLO. | | | | |
| **Program Success Target for this Measurement** | | 70% of students | **Percent of Program Achieving Target** | 100% of students earned a 3.0 or higher | |
| **Methods** | DIRECT: Final public relations campaign plan folders from the capstone course project were collected from all students in the course (*N*=28). The artifacts were developed by student teams (*N* = 8).  Full-time PR faculty (1) evaluated the project folder 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.  The PR Assessment Rubric can be found here: <https://wku.co1.qualtrics.com/jfe/form/SV_8q2lpCHCGAyYoCx> | | | | |
| **Based on your results, highlight whether the program met the goal Student Learning Outcome 1.** | | | | **☒ Met** | **☐ Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| 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 2024. A new rubric was developed (2019) 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. PR faculty will re-examine the class content in Fall, 2024 before the Spring, 2025 ASL is conducted.  AY 2023-24 was the fourth 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 2023 semester the PR faculty will meet to review the assessment outcomes and review necessary changes. The capstone projects developed in spring, 2025 will serve as a continued artifact of the program’s assessment.   * During the fall, 2024 semester, PR faculty will meet to consider changes/additions in the PR 454/456 curriculum. * During the fall, 2024 semester, the PR faculty will meet to consider adding two indirect measures to program assessment. * PR 456 will be assessed again in spring, 2025. | | | | | |

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| **Program Student Learning Outcome 2** | | | | | |
| **Program Student Learning Outcome** | **Students should be able ethically to demonstrate knowledge and develop skills required for Campaign Development and presentation in the public relations field.** | | | | |
| **Measurement Instrument 1** | Direct: Analysis of Culminating/Capstone Experience – Public Relations Campaign Plan  DIRECT measures of student learning: 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 attitudes and/or behavior by target audiences before and after a public relations campaign is conducted.  For SLO 2, the collective mean was M = 4.3 | | | | |
| **Criteria for Student Success** | Students should receive a 3 (Satisfactory) or higher on this SLO. | | | | |
| **Program Success Target for this Measurement** | | 70% of students | **Percent of Program Achieving Target** | 87% of students earned a 3.0 or higher | |
| **Methods** | DIRECT: Final public relations campaign plan folders from the capstone course project were collected from all students in the course (*N*=28). The artifacts were developed by student teams (*N* = 8).  Full-time PR faculty (1) evaluated the project folder 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.  The PR Assessment Rubric can be found here: <https://wku.co1.qualtrics.com/jfe/form/SV_8q2lpCHCGAyYoCx> | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | **☒ Met** | **☐ Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| 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 2024. A new rubric was developed (2019) 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. PR faculty will re-examine the class content in Fall, 2024 before the Spring, 2025 ASL is conducted.  AY 2023-24 was the fourth 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, 2023 semester the PR faculty will meet to review the assessment outcomes and review necessary changes. The capstone projects developed in spring, 2025 will serve as a continued artifact of the program’s assessment.   * During the fall, 2024 semester, PR faculty will meet to consider changes/additions in the PR 454/456 curriculum. * During the fall, 2024 semester, the PR faculty will meet to consider adding two indirect measures to program assessment. * PR 456 will be assessed again in spring, 2025. | | | | | |

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| **Program Student Learning Outcome 3** | | | | | |
| **Program Student Learning Outcome** | **Students should be able ethically to exhibit high standards of professional conduct.** | | | | |
| **Measurement Instrument 1** | Direct: Analysis of Culminating/Capstone Experience – Public Relations Campaign Plan  DIRECT measures of student learning: 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 attitudes and/or behavior by target audiences before and after a public relations campaign is conducted.  For SLO 3, the collective mean was M = 4.1 | | | | |
| **Criteria for Student Success** | Students should receive a 3 (Satisfactory) or higher on this SLO. | | | | |
| **Program Success Target for this Measurement** | | 70% of students | **Percent of Program Achieving Target** | 100% of students earned a 3.0 or higher | |
| **Methods** | DIRECT: Final public relations campaign plan folders from the capstone course project were collected from all students in the course (N=28). The artifacts were developed by student teams (*N* = 8).  Full-time PR faculty (1) evaluated the project folder 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.  The PR Assessment Rubric can be found here: <https://wku.co1.qualtrics.com/jfe/form/SV_8q2lpCHCGAyYoCx> | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | | | | **☒ Met** | **☐ Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| 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 2024. A new rubric was developed (2019) 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. PR faculty will re-examine the class content in Fall, 2024 before the Spring, 2025 ASL is conducted.  AY 2023-24 was the fourth 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, 2023 semester the PR faculty will meet to review the assessment outcomes and review necessary changes. The capstone projects developed in spring, 2025 will serve as a continued artifact of the program’s assessment.   * During the fall, 2024 semester, PR faculty will meet to consider changes/additions in the PR 454/456 curriculum. * During the fall, 2024 semester, the PR faculty will meet to consider adding two indirect measures to program assessment. * PR 456 will be assessed again in spring, 2025. | | | | | |

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| **CURRICULUM MAP** | |  |  |  |  |
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| **Program name:** | Public Relations | | |  |  |
| **Department:** | Communications | | |  |  |
| **College:** | PCAL | | |  |  |
| **Contact person:** | Ken Payne | | |  |  |
| **Email:** | [ken.payne@wku.edu](mailto:ken.payne@wku.edu) | | |  |  |
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| **KEY:** | |  |  |  |  |
| **I = Introduced** | |  |  |  |  |
| **R = Reinforced/Developed** | |  |  |  |  |
| **M = Mastered** | |  |  |  |  |
| **A = Assessed** | |  |  |  |  |
|  |  |  | **Learning Outcomes** |  |  |
|  |  |  | **LO1:** | **LO2:** | **LO3:** |
|  |  |  |  |  |  |
| **Course Subject** | **Number** | **Course Title** |  |  |  |
| PR | 255 | Fundamentals of Public Relations | I |  | I |
| PR | 321 | Communications Analytics | I |  | I |
| PR | 356 | Digital Tactics in Public Relations |  | R |  |
| PR | 358 | Public Relations Writing & Production |  | R |  |
| PR | 454 | PR Strategy & Planning | M | M | M |
| PR | 456 | Public Relations Management OR | A | A | A |
| PR | 489 | Public Relations Internship |  |  |  |
|  |  |  |  |  |  |
| SMC | 101 | Understanding Media | I |  | I |
| JOUR | 202 | Introduction to News Writing |  | I |  |
| AD | 230 | Digital Tools |  | I |  |
| VJP | 261 | Mobile Media Storytelling OR |  | I |  |
| BCOM | 264 | Digital Video Production & Distribution |  | I |  |
| SMC | 301 | Mass Communication Law & Ethics | R |  | R |
|  |  |  |  |  |  |
| AD | 300 | Research in AD & PR OR |  | R | R |
| COMM | 300 | Communication Research Methods OR |  | R | R |
| PS | 302 | Research Design in Political Science |  | R | R |