Expected Outcomes: Job Placement

PR graduates should be able to find a job in the field upon graduation.

Related typical general education outcomes:

Assessment methods

Method: UGA Survey

CMJN participates in a national survey of Communication graduates.

Findings:

60% of our graduates who responded to the question report being employed in the field within 5 months.

How did you use findings for improvement?

We will continue to participate in the national survey and monitor employment trends in the field. We will also supplement with a survey of our own alumni.

Additional comments:

None

Expected Outcomes: Professional Internship

All PR majors will complete a professional internship.

Related typical general education outcomes:

9 Informed and Engaged Citizenship

Assessment methods

Method: Internship reports

On-site supervisors submit an assessment of PR interns.

Findings:

All PR students complete an internship. Student comments about their experience indicated they received valuable experience from the internship.

How did you use findings for improvement?

Program will continue requiring an internship and continue to look for ever diverse internship opportunities.

Additional comments:

None
**Expected Outcomes: Strong Writing and Speaking Skills**

PR majors should be able to express themselves effectively in writing and orally.

Related typical general education outcomes:

- Written Communication
- Oral Communication

**Assessment methods**

**Method:** Survey of PR students

A survey was administered to junior and senior PR majors.

**Findings:**

Survey results indicate 83% of the respondents feel their PR classes develop their Speaking Skills and 98% report that their writing skills are developed.

**How did you use findings for improvement?**

PR courses will continue to emphasize writing and speaking well.

**Additional comments:**

None

**Method:** Internship reports

On-site supervisors submit an assessment of PR interns.

**Findings:**

Sixty-three supervisors report that interns have above-average writing skills while four reported interns with average writing skills. Sixty-four supervisors report their interns had above-average oral communication skills while only two reported average skills in this area.

**How did you use findings for improvement?**

PR will continue to require COMM 1000 as a core course and require PR students to make presentations in PR classes.

**Additional comments:**

None

**Expected Outcomes: Work well with others**

PR majors should learn to work effectively with others.

Related typical general education outcomes:

**Assessment methods**

**Method:** Survey of PR students

A survey was administered to junior and senior PR majors.

**Findings:**
Several questions on the survey addressed related areas: 84% report they have learned to work more effectively with others. 95% report learning collaboration skills. 72% report they have learned how to effectively express criticism. 84% report learning better listening skills.

How did you use findings for improvement?

PR will continue to put students into groups in multiple situations

Additional comments:

None

Expected Outcomes: Develop professional skills

PR majors should be prepared to enter the work force by learning skills related to being professional in the workplace.

Related typical general education outcomes:

Assessment methods

Method: Survey of PR students

A survey was administered to junior and senior PR majors.

Findings:

Several questions on the survey addressed related areas: 84% report they have learned to work more effectively with others. 95% report learning collaboration skills. 72% report they have learned how to effectively express criticism. 84% report learning better listening skills. 73% say they have learned how to work with people from diverse backgrounds. 84% report gaining technical skills, 92% report learning to exercise initiative, 86% report learning how to organize and 72% report learning how to facilitate discussions.

How did you use findings for improvement?

PR courses will continue to give students the opportunity and instruction in working on projects in groups and on supervised projects for community partners.

Additional comments:

None

Expected Outcomes: Learn how to work with a diverse group of people

Related typical general education outcomes:

10. Intercultural Knowledge and Diversity Awareness

Assessment methods

Method: Survey of PR students

A survey was administered to junior and senior PR majors.

Findings:

70% report learning to appreciates different cultures, 74% report learning to work with people from diverse backgrounds and 66% report gaining perspective on lives of people from different
How did you use findings for improvement?

PR will look for more diverse community partners. PR is introducing study abroad this coming year.

Additional comments:

None