**2018-2019 Public Relations (BA)**

**The Assessment**

Public Relations’ history of assessing student learning, making a change to improve their learning, and then re-assessing it, or “closing the loop”, is an noteworthy example of the positive effect practical course-based assessment can have on students and programs. In the program’s capstone course, students conduct primary research, such as client interviews and surveys, and secondary research, like analyses of archives, media coverage, and internet research to inform the design of a public relations campaign. Faculty assess those campaigns as a measure of those research skills, and students met the program’s performance target.

**The Impact**

Past assessment results led faculty to supplement instruction on conducting interviews in preparation for the capstone project, and this year’s re-assessment showed a gain in student learning. To build further on that growth, faculty plan to incorporate more information about how to utilize different social analytics tools for a variety of purposes and develop students’ skills in explaining the resulting data.

**The Leader**

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