

B.A. in **PUBLIC RELATIONS**

THE LEADER

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ASSESSMENT

As one of only two Michigan programs certified by the Public Relations Society of America, WSU's B.A. program has experience with broad and multilayered assessment. One example focused on assessment of student learning is the faculty's decision to use student portfolios as the assessment data for measuring students' writing skills. Students select work from COM 4170 as well as other classes, internships and other professional development experiences for their portfolios. Each portfolio includes six typical public relations document types (e.g., executive biographies, feature stories, pitch letters); the portfolio is evaluated along three dimensions of writing by faculty.

IMPACT

Students were very successful at meeting the program's expectations for professional writing, but faculty identified organization of materials as an area that needs further improvement. To address this need, COM 4170 students will be able to review portfolios from previous students who exceeded faculty expectations. Those former students will also discuss their portfolios with current students to serve as a resource for their peers.



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