

2024 Assessment Report
Public Relations Minor (housed in the Department of Communication Studies)
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PR Minor Mission Statement: The public relations minor aims to prepare students to become ethical and socially responsible public relations professionals. Our courses focus on developing students' skills in critical thinking, research and analytics, strategic planning, writing, and integrated communication. The program educates students on the importance and practices of cultivating mutually beneficial relationships between organizations and various publics, preparing them to become future strategic communication leaders.

**No changes since the last report*

PR Minor Program Learning Outcomes:

1. Apply public relations and communication principles and theories to effectively analyze, critique, and evaluate public relations campaigns, programs, and communication strategies and tactics.
2. Demonstrate competency in the creation and implementation of public relations campaigns and programs.
3. Evaluate the ethical implications of public relations, and engage in practices that are professional, socially responsible, and in the mutual interest of organizations and their publics.

**Because there are many students taking the Public Relations courses as a concentration area of their Communication Studies major and do not necessarily have the room to officially declare the minor, we are sampling work products based on the PR classes taken offered, rather than just pulling those from declared PR minors. Work products from the following classes were sampled: COMS 324 Public Relations and Advertising Research (Spring 2023), COMS 326 Public Relations Campaigns (Spring 2023), COMS 325 Social Media Strategies for PR (Fall 2023).*

***No changes since the last report*

Curriculum Map (**No changes since the last report; *The following curriculum map was approved by the College Curriculum Committee in Spring 2020*)

	PL0 1: Apply public relations and communication principles and theories to effectively analyze, critique, and evaluate public relations campaigns, programs, and communication strategies and tactics.	PL0 2: Demonstrate competency in the creation and implementation of public relations campaigns and programs	PL0 3: Evaluate the ethical implications of public relations, and engage in practices that are professional, socially responsible, and in the mutual interest of organizations and their publics
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COMS 202 Rhetoric and the Public Sphere	N/A (for COMS major PLO)	N/A (for COMS major PLO)	N/A (for COMS major PLO)
COMS 203 Communication and Everyday Life	N/A (for COMS major PLO)	N/A (for COMS major PLO)	N/A (for COMS major PLO)
COMS 204 Communication and Culture	N/A (for COMS major PLO)	N/A (for COMS major PLO)	N/A (for COMS major PLO)
COMS 320: Public Relations Principles and Practices	I		I
COMS 322: PR Law & Ethics	I		D
COMS 323: Public Relations Writing		I	
COMS 324 Public Relations and Advertising Research		I	I
COMS 325: Social Media Strategies for Public Relations	D	D	
COMS 326: Public Relations Campaigns		M	D

Assessment Schedule

AY 17-18: Revamped and revitalized the PR minor program by proposing mission statement, revising PLOs, collecting work products, and creating rubric for PLO 2 (later became PLO 1 after further revision)

AY 18-19: Further revised the PLOs to reflect the most updated practice of public relations, and the updated curriculum; refined the rubric for PLO 1

AY 19-20: New PR minor curriculum was approved by the College Curriculum Committee in Spring 2020 and implemented starting Fall 2020; collected work products for PLO 1 assessment

AY 20-21: Report of PLO 1 assessment; tested and finalized PLO 1 rubric and full department assessment of PLO 1 was conducted

AY 21-22: Created a rubric for PLO 2; collected work products and conducted an assessment for PLO 2

AY 22-23: Based on AY 21-22 assessment, revised and refined rubric for PLO 2, conducted a more comprehensive training within the department

AY 23-24: Collected work products that were not rated before and conducted assessment for PLO 2 based on the refined and revised rubric

AY 24-25: Create a rubric for PLO 3; collect work products and conduct a pilot assessment for PLO 3 to further refine the rubric in the coming AY.

Methodology used:

The method of assessing the refined PLO 2 consisted of three steps. In the first step, the refined rubric was introduced to the assessment committee and finalized after feedback. In the second step, two independent raters rated 14 student work samples, consisting *all* of student work from the following classes--COMS 324 Public Relations and Advertising Research (Spring 2023),

COMS 326 Public Relations Campaigns (Spring 2023), COMS 325 Social Media Strategies for PR (Fall 2023). We did not pull a percentage of work products from these classes and rated all of them because the student work sampled were all group projects. Identifying information was redacted. Then, a pilot test of three (3) work products among the 14 (COMS 324 S23 1, COMS 326 S23 1, COMS 325 F23 1) were used for training purposes between the two raters to ensure both understand, interpret, and apply the refined PLO 2 rubric correctly and consistently. In the third step, the rest nine (9) work samples were *independently* rated by the two raters. Any discussion regarding discrepancies and final verdict were then recorded.

Results

Document ID	Rater 1	Rater 2	Discussion	Verdict
COMS 324 S23 1	1	1	This is used for pilot test training. The raters learned about the difference between conducting one component exceedingly well (e.g., research), versus conducting multiple components listed in the rubric.	All rated product surpassed the “introductory” level of the PLO 2 rubric for the class, which is at a 1.
COMS 324 S23 2	1	1	Agreed	
COMS 324 S23 3	1	1	Agreed	
COMS 324 S23 4	1	1	Agreed	
COMS 326 S23 1	5	5	This is used for pilot test training. The raters agreed that the product conducted all elements listed in PLO 2 and did them well.	All rated product surpassed the “mastery” level of the PLO 2 rubric for the class, which is at a 5.
COMS 326 S23 2	5	5	Agreed	
COMS 326 S23 3	5	5	Agreed	
COMS 326 S23 4	5	5	Agreed	
COMS 325 F23 1	4	4	This is used for pilot test training. The raters agreed that the product conducted four elements (research, goals and objectives, strategies and tactics, evaluation) well, but did not produce specific materials.	All rated product surpassed the “developing” level of the PLO 2 rubric for the class, which is at a 3.
COMS 325 F23 2	4	4	Agreed	
COMS 325 F23 3	4	4	Agreed	
COMS 325 F23 4	5	4	Rater 1: this work product produced additional materials that the other didn’t have; Rater 2: the research component was not as strong.	
COMS 325 F23 5	4	4	Agreed	
COMS 325 F23 6	4	4	Agreed	

Below please see PLO 2 and its revised rubric and rating instructions, with the revised part from AY 23-24 marked in [blue](#).

PLO 2: Demonstrate competency in the creation and implementation of public relations campaigns and programs.

1 Introductory	2	3 Developing	4	5 Mastery
<p>Does 1 out of the following well:</p> <p>Research on the issue, the brand/organization, and the key publics of a PR campaign or program. (<i>COMS 324, COMS 325, COMS 326</i>)</p> <p>Setting goals and objectives for the PR campaign or program. (<i>COMS 325, COMS 326</i>)</p> <p>Create strategies and tactics for the PR campaign or program. (<i>COMS 325, COMS 326</i>)</p> <p>Create materials (e.g., social media content, media alert, press release, media list, promotional materials). (<i>COMS 323, COMS 326</i>)</p>	<p>Does 1 element well and attempts to do more than 1 but doesn't quite succeed.</p>	<p>Does at least 3 out of the following well:</p> <p>Research on the issue, the brand/organization, and the key publics of a PR campaign or program (<i>COMS 324, COMS 325, COMS 326</i>)</p> <p>Setting goals and objectives for the PR campaign or program. (<i>COMS 325, COMS 326</i>)</p> <p>Create strategies and tactics for the PR campaign or program. (<i>COMS 325, COMS 326</i>)</p> <p>Create materials (e.g., social media content, media alert, press release, media list, promotional materials) (<i>COMS 323, COMS 326</i>)</p>	<p>Does 3 elements well and attempts to do all but doesn't quite succeed.</p>	<p>Does all of the following well:</p> <p>Research on the issue, the brand/organization, and the key publics of a PR campaign or program (<i>COMS 324, COMS 325, COMS 326</i>)</p> <p>Setting goals and objectives for the PR campaign or program. (<i>COMS 325, COMS 326</i>)</p> <p>Create strategies and tactics for the PR campaign or program. (<i>COMS 325, COMS 326</i>)</p> <p>Create materials (e.g., social media content, media alert, press release, media list, promotional materials) (<i>COMS 323, COMS 326</i>)</p>

Provide plans or insights on the evaluation of a PR campaign or program. (<i>COMS 325, COMS 326</i>)		Provide plans or insights on the evaluation of a PR campaign or program (<i>COMS 325, COMS 326</i>)		Provide plans or insights on the evaluation of a PR campaign or program (<i>COMS 325, COMS 326</i>)
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Further instructions on rating:

- **Research** should properly synthesize information from academic, industry, or consumer reports and insights.
- **Objectives** should be specific, measurable, attainable, relevant, and time-bound.
- **Strategies** and tactics should be relevant to the goals and objectives.
- **Materials** should be clearly organized and follow proper writing conventions such as AP style.
- **Evaluation** plans should relate back to the objectives and include measurement plans.

Closing the Loop: Faculty in Reflection

The faculty reflected that the PLOs for the PR minor program are clearer since the revamp and restructuring of the PR minor program. Given that Fay Chen is the only person with a specialty in PR in the department and the career-oriented PR work products are distinctively different from the rest of the courses that are more academically oriented, the detailed instructions in the refined rubric were deemed necessary and important for training purposes, and for the assessment committee and the department to rate the work products appropriately and accurately. The refined rubric now links courses in the curriculum map to the rating criteria more clearly and provides clearer guidance on what constitutes “doing well” for each criterion being rated. In the following AY, we will create a rubric for PLO 3; collect work products and conduct a pilot assessment for PLO 3 to further refine the rubric in the coming AY.

Suggestions from Previous Report(s):

We did not receive suggestions from last year’s (2023) report. The feedback for the report from the year before (2022) noted that our initial assessment of PLO 2 for the minor was successful. The report did not suggest any changes and endorsed our plan for moving forward.