

**Indiana State University
Community Engagement Activities
Department Annual Report
2006**

Project Name:

Public Relations Strategic Planning

Description

Students in Comm 470 Public Relations Strategic Planning worked with six clients to develop long term strategic plans for communication activities for the clients. The clients included: The ISU Career Center; The Center for Public Service and Community Engagement; The Covered Bridge Girl Scout Council; The Maple Center; Covenant Cooperative Ministries; Phi Kappa Phi Honor Society. Students worked collaboratively with each client to develop: 1) A comprehensive situation assessment; 2) Goals & Objectives for the Strategic Plan; 3) Strategies & Tactics for Implementing the Plan; and, 4) An Evaluation plan for the campaign.

How do you see community engagement activities fitting in with your department in the future?

We fully intend to continue this client-based approach to teaching public relations strategic planning as it benefits both the students and community partners.

What do you feel has been the impact of the project?

The students have developed excellent skills in strategic planning, client relationship negotiation, teach building skills, and time-management. The community partners each now have a long range strategic plan.

Faculty involved with students in this project outside of class

Dr. Debra Worley, Dr. Nancy Rogers, Mr. Kent Waggoner.

Who from the community is involved?

See Clients above.

Who from ISU is involved?

Dr. Debra Worley and students in Comm 470, fall 2005. Also, see clients above.

Number of Students	Where it takes/took place	Is this activity ongoing
34	Both on and off campus	Yes

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Project Name:

The Non-Profit Resource Center

Description

Students in Comm 414R/514R, Managing the Not-for-Profit, developed a new not for profit in Terre Haute. The students created the Board of Directors, the incorporation paperwork, the operating procedures, the public relations materials, and all other materials necessary to start this organization.

How do you see community engagement activities fitting in with your department in the future?

Ideally we see the Center becoming a permanent part of the Terre Haute community

What do you feel has been the impact of the project?

Dr. Debra Worley and Ms. Linda Edwards have submitted a Faculty Fellowship proposal that would complete the creation of this organization and create the communication network needed to implement the Center.

Faculty involved with students in this project outside of class

Ms. Linda Edwards, instructor in the Department of Communication, Dr. Debra Worley, Dr. Nancy Rogers, Mr. Kent Waggoner.

Who from the community is involved?

The United Way and a number of other not-for-profit organizations were consulted in developing these materials

Who from ISU is involved?

The Department of Communication, The Center for Public Service & Community Engagement, the Career Center, students in Communication.

Number of Students	Where it takes/took place	Is this activity ongoing
35	On campus and within the community	Yes

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Project Name:

Public Relations Tactics

Description

Students in Comm 329, Public Relations Tactics, each worked with a for-profit organization to develop media and public relations materials for their client. The final project was to develop the media kit and planning document for a special event that would link their for-profit client with a not-for-profit in order to serve the community.

How do you see community engagement activities fitting in with your department in the future?

We have been teaching this class in this structure for more than 10 years and will continue to do so.

What do you feel has been the impact of the project?

The students benefit in developing skills in public relations writing and the clients benefit by receiving the materials.

Faculty involved with students in this project outside of class

Dr. Gerald Slaughter

Who from the community is involved?

Each of the students negotiated to produce these materials for their client. The clients were in various industries within the Wabash Valley and the State of Indiana

Who from ISU is involved?

Dr. Gerald Slaughter, Department of Communication

Number of Students	Where it takes/took place	Is this activity ongoing
35	Both on and off campus	Yes

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Project Name:

Public Relations & Communication Internships

Description

Students who major in any of the four majors in the Department of Communication are allowed to complete an internship. The students work for newspapers, television stations, radio stations, and many not-for-profit and for-profit organizations within these internships.

How do you see community engagement activities fitting in with your department in the future?

We intend to continue offering internships for our majors.

What do you feel has been the impact of the project?

Students benefit with hands-on experience in their field of study and organizations benefits from the students creativity and energy.

Faculty involved with students in this project outside of class

All of the above.

Who from the community is involved?

We have ongoing relationships with the Terre Haute Tribune Star, most of the radio stations and television stations in the area, as well as various organizations in the community.

Who from ISU is involved?

Dr. Joe Tenerelli, Dr. Michael Buccholz, Dr. Debra Worley, Dr. David Worley.

Number of Students	Where it takes/took place	Is this activity ongoing
Varies each year, between	At each of the internship locations	Yes