

# **Public Relations Plan**

Janaya Wheeler

Auburn University's Career Day

PRCM 2400 | Spring Semester 2025

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## **Project Description**

1. Career Day. This event is when employers come to Auburn to recruit for internships and employment. Currently, students browse and schedule 20-30-minute interviews with each company; However, this system doesn't seem to work well for students or employers. Your client wants ideas for how to improve and change Career Day. What will you do to engage your public while making Do your ideas stand out against similar events?

## Research Plan

To formulate a comprehensive plan to improve Auburn University's Career Day, several types of research will be necessary to establish a baseline for the next steps. These will include **formative research, qualitative research, and competitive analysis** to identify key challenges and opportunities for enhancing the event.

### 1. Quantitative Research (Surveys)

Online surveys will be distributed to students and employers to gather quantitative data on participation rates, event satisfaction, and barriers to attendance. This research will provide measurable insights into attendance trends, perceived effectiveness, and areas for improvement.

### 2. Qualitative Research (Focus Groups)

Focus groups will be conducted with students and employers to gain a deeper understanding of their experiences with Career Day. This will allow for open discussions on preferences, challenges, and potential improvements to the scheduling and engagement process.

### 3. Competitive Analysis

A comparative analysis will be useful for career fairs at peer institutions, conducted to evaluate best practices and innovative strategies that could be implemented at Auburn University. This will provide a benchmark for enhancing Career Day's structure, efficiency, and engagement.

These research methods will help identify key issues with the current Career Day model and inform strategic changes to improve student and employer experiences, ultimately increasing participation and satisfaction.

## Target Publics

The primary target public for this research plan includes Auburn University students and employers attending Career Day.

### Students (Primary Audience)

- **Demographics:** Undergraduate and graduate students from all majors, typically between the ages of 18-24.
- **Psychographics:** Career-oriented individuals seeking internships and job opportunities. Students may experience a range of emotions when job searching and attending Career Day, including excitement, nervousness, and uncertainty about their career prospects.

### Employers (Secondary Audience)

- **Demographics:** Corporate recruiters, government agencies, and nonprofit organizations across industries such as business, engineering, healthcare, and education.
  - **Psychographics:** Employers are focused on recruiting well-prepared candidates for job and internship opportunities. They seek an efficient, well-organized event that maximizes interactions with top talent.
- 

## Psychographic Profile

### Students (Primary Audience)

- **Career-Oriented:** Actively seeking internships and full-time job opportunities.
- **Future-focused:** Motivated to network and build professional connections.
- **Engagement Preferences:** Prefer interactive, engaging experiences over passive participation.

### Employers (Secondary Audience)

- **Talent-Driven:** Actively searching for well-qualified students.
  - **Efficiency-Focused:** Prefer a structured and well-organized event with seamless interactions.
  - **Competitive Mindset:** Aim to attract top candidates before competitors do.
  - **Brand-Conscious:** Focused on strengthening their employer brand among students and the university.
- 

## Goals (SMART Objectives)

1. **Increase Student and Employer Engagement**
    - By **Spring 2025**, student participation in Career Day will increase by **20%**, and employer attendance will increase by **10%** compared to the previous year through a more efficient scheduling system and interactive networking opportunities.
  2. **Enhance Event Satisfaction and Effectiveness**
    - By the end of **Career Day 2025**, at least **60% of student attendees** and **70% of employers** will report increased satisfaction with the event format, as measured through post-event surveys.
  3. **Improve Career Day Accessibility and Awareness**
    - By **February 2025**, at least **70% of Auburn University students** will be aware of Career Day's improvements through a targeted promotional campaign using email, social media, and on-campus advertising.
-

## Key Messages

- "Start Your Career: A Breezy, Simpler, and Interactive Career Day Experience!"
- "Network. Interview. Achieve. Advance in Your Career Today!"

These messages emphasize a positive, engaging, and seamless experience for both students and employers, ensuring a more interactive and successful Career Day.

## **SMART Objectives for Improving Career Day at Auburn University**

### **1. Informational/Awareness Objectives**

- By May 2025, at least 70% of Auburn University students will be aware of the new and improved Career Day format, including updates to scheduling, networking opportunities, and employer engagement strategies. Awareness will be measured through pre-event surveys and social media engagement analytics.
- By April 2025, at least 80% of students enrolled in career-focused courses and student organizations will have received detailed information about Career Day through targeted email campaigns, in-class announcements, and organization meetings, as tracked by email open rates and participation logs.
- By the start of Career Day, promotional materials (flyers, social media posts, and digital announcements) will have reached at least 10,000 students across campus, with at least 2,500 direct interactions recorded through event RSVPs and inquiries.

### **2. Attitude Objectives**

- By the end of Career Day in Spring 2025, at least 60% of student attendees will report a positive shift in their perception of the event's effectiveness, as measured through post-event survey responses focusing on scheduling ease, employer engagement, and networking quality.
- Based on post-event survey ratings and qualitative feedback, at least 70% of participating employers will express increased satisfaction with Career Day's structure and student preparedness compared to previous years.
- By Fall 2025, at least 50% of students who attended Career Day will express increased confidence in their job search abilities, as measured through a follow-up survey evaluating their networking and interview experiences.

### **3. Behavior Objectives**

- By Spring 2025, student participation in Career Day will increase by at least 20% compared to the previous year, tracked through event check-ins and registration data.
- Employer attendance at Career Day will increase by 10% by Spring 2025, measured by the number of registered companies compared to the previous year's figures.

- At least 30% of students attending Career Day will participate in three or more networking sessions, as tracked through session attendance records and incentive program participation.

## Strategies and Tactics

### PR Plan: Enhancing Auburn University's Career Day

#### SMART Objectives:

##### **Objective 1: To Increase Student and Employer Engagement**

**Strategy:** By incorporating the Uses and Gratifications Theory, which is a theory about understanding why people use a certain type of media, this strategy will focus on interactive and technology-driven methods to enhance student-employer interactions. Uses and Gratifications Theory suggests that individuals actively seek out media and technology to fulfill specific needs. By incorporating digital tools like live-streamed showcases and mobile apps, students can engage with employers in a way that suits their preferences and schedules, making interactions more meaningful and efficient.

#### Tactics:

- **Virtual Company Showcases:** Host live-streamed Q&A sessions with employers before the event to generate interest and provide company insights. This also provides more clarity for the upcoming event.
- **Career Day Mobile App:** Develop a user-friendly app featuring an employer directory, interactive maps, and real-time notifications of when the event begins.
- **Speed Networking Sessions:** Implement structured, time-limited rounds for students to efficiently interact with multiple employers.
- **Student Resume Book:** Create a digital platform for students to upload resumes pre-event, enabling employers to pre-select candidates for interviews.
- **Gamification & Incentives:** Introduce a points-based reward system for attending sessions, engaging with employers, and submitting resumes. This could also be applied towards class credit or bonus points (if wanted by professors).

##### **Objective 2: Enhance Event Satisfaction and Effectiveness**

**Strategy:** Using the Relationship Management Theory, this strategy seeks to improve event logistics and structure by fostering strong connections between students and employers. Relationship Management Theory highlights ongoing engagement and transparent communication as key to building successful relationships. By incorporating employer feedback, flexible scheduling, and interactive workshops, this strategy ensures that both students and employers benefit from the event, leading to increased satisfaction.

#### Tactics:

- **Flexible Scheduling Options:** Offer both structured interviews and open networking to accommodate employer preferences.

- **Quiet Zones & Lounge Areas:** Designate areas for students to prepare for interviews, review materials, and take breaks.
- **Post-Event Surveys & Analytics:** Collect feedback via digital surveys and analyze trends to measure satisfaction and improvement areas.
- **Expanded Industry Panels & Workshops:** Host industry-specific discussions, resume reviews, and mock interview sessions.

### **Objective 3: Improve Career Day Accessibility and Awareness**

**Strategy:** This strategy is based on multi-channel marketing, ensuring Career Day reaches a broad audience. By integrating digital, print, and in-person promotions, students will receive repeated and engaging messages/reminders that encourage participation. This will create multiple communication channels, such as social media, email campaigns, and faculty endorsements, maximize outreach, and boost attendance.

#### **Tactics:**

- **Social Media Takeovers:** Partner with influencers, alumni, and employers to share Career Day tips via Auburn University's social media.
- **Targeted Email Campaigns:** Send personalized emails with event details, employer spotlights, and registration links.
- **On-Campus Promotional Booths:** Set up interactive booths in high-traffic areas with QR codes linking to event details.
- **Digital & Print Advertisements:** Utilize posters, digital billboards, and campus news to promote Career Day.
- **Classroom Announcements & Faculty Endorsements:** Engage professors and career advisors to encourage student participation.

#### **Evaluation Metrics-Post Career Day:**

- **Student Participation Growth:** Compare attendance figures semester by semester.
- **Employer Engagement:** Track employer return rates and satisfaction scores.
- **Post-Event Survey Results:** Assess student and employer satisfaction percentages.
- **Digital Engagement Analytics:** Monitor app usage, email open rates, and social media interactions.
- **Resume Submissions & Interviews:** Measure the number of resumes submitted and interviews scheduled.

All data collected can be compared either by the semester or for each year. This can be decided by the team that collects all the data from the Career Day.

Strategies and Tactics are based on Page 6 of the PR Plan.

## Evaluation

Multiple evaluation methods will be used to measure the achievement of each SMART objective to determine the effectiveness of the PR plan for enhancing Auburn University's Career Day. These methods will include attendance tracking, surveys, digital engagement analytics, and qualitative feedback from both students and employers. The evaluation will focus on three key areas: informational/awareness objectives, attitude objectives, and behavior objectives.

### **Informational/Awareness Evaluation**

To assess awareness of Career Day improvements, pre- and post-event surveys will be conducted among students to measure their familiarity with new scheduling, networking opportunities, and employer engagement strategies. Social media engagement analytics, such as post reach, shares, and comments, will be monitored. Email open rates and click-through rates from targeted campaigns will also be analyzed to determine the effectiveness of promotional efforts.

#### **Evaluation Method:**

- Conduct pre-event and post-event surveys asking students: "How familiar are you with the changes made to Career Day this year?" (Scale of 1-5, with 1 being "Not familiar at all" and 5 being "Very familiar").
- Measure social media impressions, engagement, and direct inquiries related to Career Day.
- Track email open rates and click-through rates for Career Day promotions.

### **Attitude Evaluation**

Post-event surveys will be given to students and employers to measure the shift in the event's effectiveness. These surveys will assess satisfaction with event structure, networking opportunities, and employer-student interactions. Qualitative feedback will be gathered through open-ended survey questions and optional in-depth interviews with participants.

**Sample Survey Question:** "On a scale of 1 to 5 (1 = Strongly Disagree, 5 = Strongly Agree), please rate the following statements:

- The event was well-organized and easy to navigate.
- The networking opportunities were valuable.
- The schedule was conducive to my needs.
- I felt more confident in my job search after attending Career Day."

#### **Evaluation Method:**

- Distribute post-event surveys to students and employers, analyzing satisfaction levels compared to previous years.
- Conduct optional follow-up interviews with a select group of students and employers to gather in-depth feedback.
- Compare employer satisfaction ratings with previous years to assess improvements.

## **Behavior Evaluation**

To measure changes in participation and engagement, Career Day attendance data will be tracked and compared to previous years. Additional behavioral indicators, such as the number of students attending multiple networking sessions, resume submissions, and employer return rates, will be analyzed.

### **Evaluation Method:**

- Compare event check-in and registration data from Spring 2025 with previous Career Day attendance figures.
- Track the number of students participating in three or more networking sessions.
- Measure employer return rates and the number of job or internship offers extended as a direct result of Career Day.

By implementing these varied evaluation methods, the PR plan will provide an assessment or guide of the effectiveness of Auburn University's Career Day enhancements. The data collected will guide future improvements and ensure continued engagement and satisfaction among students and employers.

## Appendix

YOUR NAME: Isabella Cockerham

THE PERSON YOU ARE REVIEWING: Janaya Wheeler

### *Peer Review Protocol*

As you read your classmate's rough draft, please look at it carefully to determine if all the elements necessary for the PR Plan are included. In addition, you will be asked to evaluate your classmate's work and to provide feedback. Please be sure to give your classmate helpful and thoughtful feedback so that your classmate can develop a better project.

#### Part 1: Research, Publics, Goals, and Key Messages

##### **Research**

###### *Describe*

After reading the research section of the PR Plan rough draft, review the writing for the following items and place an x next to any items you believe are missing.

Does the research section include the following elements: (**Place an x next to any missing items.**)

- The types and methods of research your peer would like to implement
- An explanation of why your peer selected the types and methods of research he/she did
- An explanation of why your peer believe this research approach is the best one to take.
- This section is a paragraph, 4- to 7-sentences in length.

###### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The research section clearly names the types and methods of research your peer would like to implement.

1	2	3	4	5	NA
---	---	---	---	---	----

The research section clearly explains why your peer selected the types and methods of research he/she did.

1	2	3	4	5	NA
---	---	---	---	---	----

The research section clearly explains why your peer believes this research approach is the best one to take.

1	2	3	4	5	NA
---	---	---	---	---	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5	NA
---	---	---	---	---	----

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the research section of the PR Plan project? **Janaya did a great job going into detail about how to improve Auburn University's Career Day. Overall, great job and no improvements for this section.**

What has your classmate done especially well with the research section of the PR Plan project? **You did well in explaining why quantitative, qualitative, and competitive analysis will be useful for your research plan. I like how measurable your research is and how it helps identify issues with Career Day.**

**Public**

*Describe*

After reading the description of the public, review the writing for the following items and place an x next to any items you believe are missing.

Does the strategy include the following elements: (**Place an x next to any missing items.**)

- Names a target public
- Includes at least four relevant demographics about the target public
- Includes at least three different pieces of important psychographic information about the target public
- The public description is 1- to 2-paragraphs in length or is presented as a chart
- Includes citations for demographic and psychographic data

*Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The description of the public clearly names a public.

1	2	3	4	5	NA
---	---	---	---	---	----

The description of the public includes at least four relevant demographics about the target public.

1	2	3	4	5	NA
---	---	---	---	---	----

The description of the public includes at least three different pieces of important psychographic information about the target public.

1	2	3	4	5	NA
---	---	---	---	---	----

The description of the public includes citations for the demographic and psychographic data.

1	2	3	4	5	NA
---	---	---	---	---	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5	NA
---	---	---	---	---	----

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the description of the target public?

Overall, you did well on the target audience. I would suggest lowering the age range to 18-24 instead of 18-26.

What has your classmate done especially well with the description of the target public? **My classmate did well on describing who is audience is. You also did well in explaining to the secondary audience what they would be interested in. For example, employers are seeking well-prepared candidates who are organized.**

## Goals

*Describe*

Do the two goals include the following elements: (**Place an x next to any missing items.**)

- Is general and not specific
- Begins with the word “to”
- Is a phrase

### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The goal is general and not specific.

1	2	3	4	5	NA
---	---	---	---	---	----

The goal begins with the word “to”.

1	2	3	4	5	NA
---	---	---	---	---	----

The goal is a phrase.

1	2	3	4	5	NA
---	---	---	---	---	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5	NA
---	---	---	---	---	----

### *Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the goals section of the PR Plan project? **All of Janaya's goals are attainable. I think this section does not need any improvements.**

What has your classmate done especially well with the goals section of the PR Plan project? **My classmate did well with explaining student participation and how it will increase. I also liked how you included that there will be an increase in student satisfaction and employers' satisfaction by 60% and 70%.**

### **Key Message**

#### *Describe*

Do the key messages include the following elements: **(Place an x next to any missing items.)**

- Is simple enough to be remembered
- Is something that will resonate with the target public
- Is creative
- Is unique

- Is a phrase or sentence

*Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The key messages are simple enough to be remembered.

1	2	3	4	5	NA
---	---	---	---	---	----

The key messages are something that will resonate with the target public.

1	2	3	4	5	NA
---	---	---	---	---	----

The key messages are creative.

1	2	3	4	5	NA
---	---	---	---	---	----

The key messages are unique.

1	2	3	4	5	NA
---	---	---	---	---	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5	NA
---	---	---	---	---	----

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the key messages section of the PR Plan project? **I don't think any improvements are needed for this section. All key messages were positive!**

What has your classmate done especially well with the key messages section of the PR Plan project? **I like how creative the key messages are. It will motivate students and employers to have a productive and straightforward Career Day. Great job!**

Being reviewed: Janaya Wheeler

Reviewer: Eunice Kim

Peer Review Protocol

As you read your classmate's rough draft, please look at it carefully to determine if all the elements necessary for the PR Plan are included. In addition, you will be asked to evaluate your

classmate's work and to provide feedback. Please be sure to give your classmate helpful and thoughtful feedback so that your classmate can develop a better project.

## Part 2: Objectives

### Informational/Awareness Objective

#### Describe

Does the Informational/Awareness Objective include the following elements: (**Place an x next to any missing items.**)

- Is focused on information or awareness about your peer's client or your peer's campaign or program
- Is specific
- Is measurable
- Is attainable
- Is relevant
- Is time bound

#### Evaluate

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The informational/awareness objective is focused on my peer's client or my peer's campaign or program.

1	2	3	4	5	NA
---	---	---	---	---	----

The informational/awareness objective is specific.

1	2	3	4	5	NA
---	---	---	---	---	----

The informational/awareness objective is measurable.

1	2	3	4	5	NA
---	---	---	---	---	----

The informational/awareness objective is attainable.

1	2	3	4	5	NA
---	---	---	---	---	----

The informational/awareness objective is relevant.

1	2	3	4	5	NA
---	---	---	---	---	----

The informational/awareness objective is time bound.

1	2	3	4	5	NA
---	---	---	---	---	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5	NA
---	---	---	---	---	----

Suggest

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the informational/awareness objective? **You gave a great objective and elaborated on it well. Maybe bring in one more objective and then format them into bullet points to get the information across straightforwardly.**

What has your classmate done especially well with the informational/awareness objective? **You explained how you would reach your objective well. Setting the percentage you wanted to reach and then explaining what step that would be taken and giving examples were great ideas.**

### Attitude Objective

Describe

Does the Attitude Objective include the following elements: (**Place an x next to any missing items.**)

- Is focused on increasing, decreasing, or maintaining the attitudes, perceptions, or beliefs your peer's target public has about your peer's client or your peer's campaign or program
- Is specific
- Is measurable
- Is attainable
- Is relevant
- Is time bound

Evaluate

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The attitude objective is focused on increasing, decreasing, or maintaining the attitudes, perceptions, or beliefs my peer's target public has about my peer's client or my peer's campaign or program.

1	2	3	4	5	NA
---	---	---	---	---	----

The attitude objective is specific.

1	2	3	4	5	NA
---	---	---	---	---	----

The attitude objective is measurable.

1	2	3	4	5	NA
---	---	---	---	---	----

The attitude objective is attainable.

1	2	3	4	5	NA
---	---	---	---	---	----

The attitude objective is relevant.

1	2	3	4	5	NA
---	---	---	---	---	----

The attitude objective is time bound.

1	2	3	4	5	NA
---	---	---	---	---	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5	NA
---	---	---	---	---	----

Suggest

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the attitude objective? [I think the same as before, maybe add another objective and format it as bullet points. Along with that, you ended up talking about the goals, and although that is nice to know, you could add that to the goal section and just focus on the objectives.](#)

What has your classmate done especially well with the attitude objective? [You were great at explaining the objective and how you would achieve it. I liked how you said 60% out of 70% to show how many people you want to leave with a positive report.](#)

## Behavior Objective

Describe

Does the Behavior Objective include the following elements: (**Place an x next to any missing items.**)

- Is focused on your peer's target public should do
- Is specific
- Is measurable
- Is attainable
- Is relevant
- Is time bound

Evaluate

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The behavior objective is focused on what my peer's target public should do.

1	2	3	4	<b>5</b>	NA
---	---	---	---	----------	----

The behavior objective is specific.

1	2	3	4	<b>5</b>	NA
---	---	---	---	----------	----

The behavior objective is measurable.

1	2	3	4	<b>5</b>	NA
---	---	---	---	----------	----

The behavior objective is attainable.

1	2	3	4	<b>5</b>	NA
---	---	---	---	----------	----

The behavior objective is relevant.

1	2	3	4	<b>5</b>	NA
---	---	---	---	----------	----

The behavior objective is time bound.

1	2	3	4	<b>5</b>	NA
---	---	---	---	----------	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1                    2                    3                    4                    5                    NA

Suggest

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the behavior objective? Overall, this section was great! I think maybe the formatting brings on a bullet point style is definitely something I would have preferred, but in the end, great job!

What has your classmate done especially well with the behavior objective? They had an achievable rate with a great structural timeline. Gave a great explanation on how this would be done.

### *Peer Review Protocol*

*By Aeryn Boyd, For Janaya Wheeler*

As you read your classmate's rough draft, please look at it carefully to determine if all the elements necessary the PR Plan are included. In addition, you will be asked to evaluate your classmate's work and to provide feedback. Please be sure to give your classmate helpful and thoughtful feedback so that your classmate can develop a better project.

### Part 3: Strategies and Tactics

#### Strategy 1

##### *Describe*

Does the strategy include the following elements: (**Place an x next to any missing items.**)

- A theory is named.
- A brief explanation of how the theory works.
- A brief explanation of how the theory would be implemented in the project.
- Strategy 1 is about a paragraph, 4 to 7 sentences in length.

##### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

Strategy 1 clearly names a theory.

1	2	3	4	5	NA
---	---	---	---	---	----

Strategy 1 clearly explains how the theory works.

1	2	3	4	5	NA
---	---	---	---	---	----

Strategy 1 clearly explains how the theory would be implemented in the project.

1	2	3	4	5	NA
---	---	---	---	---	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5	NA
---	---	---	---	---	----

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve strategy 1 of the PR Plan project?

I thought that Janaya's Strategy 1 was very well thought out. Her theory, Uses and Gratifications Theory, tied perfectly into the digital tools she suggested in order to boost student-employer interactions. I wouldn't change anything.

What has your classmate done especially well with strategy of the PR Plan project?

Janaya did a fantastic job tying her theory into her strategy by providing easy-to-implement but very effective ways to help students and employers connect more before and during Career Day.

## Strategy 2

*Describe*

Does the strategy include the following elements: (**Place an x next to any missing items.**)

- A theory or best practice is named.
- A brief explanation of how the theory or best practice works.
- A brief explanation of how the theory or best practice would be implemented in the project.

- Strategy 2 is about a paragraph, 4 to 7 sentences in length.

*Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

Strategy 2 clearly names a theory or best practice.

1	2	3	4	5	NA
---	---	---	---	---	----

Strategy 2 clearly explains how the theory or best practice works.

1	2	3	4	5	NA
---	---	---	---	---	----

Strategy 2 clearly explains how the theory or best practice would be implemented in the project.

1	2	3	4	5	NA
---	---	---	---	---	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5	NA
---	---	---	---	---	----

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve strategy 2 of the PR Plan project?

Once again, Janaya did a great job making sure her strategy and theory went hand in hand. The Relationship Management Theory was perfect for her strategy of making stronger connections between students and employers.

What has your classmate done especially well with strategy 2 of the PR Plan project?

Janaya did a great job making sure her target audiences don't feel so disconnected from each other in this strategy. This relationship between audiences is crucial because, oftentimes, students and employers can feel distant from each other in formal environments such as Career Day, but Janaya provided ways to mitigate that.

### **Tactic Section 1**

*Describe*

Does Tactic Section 1 include the following elements: (**Place an x next to any missing items.**)

- Includes 3 to 5 tactics

- Connects to strategy 1 and supports it
- Each tactic is varied
- Each tactic is creative;
- Include a 1- to 2-sentence description of each tactic and how it will be implemented.
- Is a substantial paragraph containing 6 to 10 sentences.

### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

Tactic section 1 connects to strategy 1 and supports it.

1	2	3	4	5	NA
---	---	---	---	---	----

Each tactic listed in tactic section 1 is varied.

1	2	3	4	5	NA
---	---	---	---	---	----

Each tactic listed in tactic section 1 is creative.

1	2	3	4	5	NA
---	---	---	---	---	----

Each tactic includes a 1- to 2-sentence description which also explains how the tactic will be implemented.

1	2	3	4	5	NA
---	---	---	---	---	----

Tactic section 1 is a substantial paragraph containing 6 to 10 sentences.

1	2	3	4	5	NA
---	---	---	---	---	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5	NA
---	---	---	---	---	----

### *Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve tactic section 1 of the PR Plan project?

Janaya did a great job with the tactics section of her first strategy. All of her tactics are simple, but creative. All of them would be relatively easy to implement with some extra work, but should be quite effective in achieving her goals.

What has your classmate done especially well with tactic section 1 of the PR Plan project?

I really enjoyed the idea of giving an incentive for the students to attend events, because incentives are such huge motivators for college students. Class credit or bonus points are a great way to get students to Career Day, and all of the other tactics make the application process so easy.

## **Tactic Section 2**

### *Describe*

Does Tactic Section 2 include the following elements: (**Place an x next to any missing items.**)

- Includes 3 to 5 tactics
- Connects to strategy 2 and supports it
- Each tactic is varied
- Each tactic is creative
- Include a 1- to 2-sentence description of each tactic and how it will be implemented
- Is a substantial paragraph containing 6 to 10 sentences

### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

Tactic section 2 connects to strategy 2 and supports it.

1	2	3	4	5	NA
---	---	---	---	---	----

Each tactic listed in tactic section 2 is varied.

1	2	3	4	5	NA
---	---	---	---	---	----

Each tactic listed in tactic section 2 is creative.

1	2	3	4	5	NA
---	---	---	---	---	----

Each tactic includes a 1- to 2-sentence description which also explains how the tactic will be implemented.

1	2	3	4	5	NA
---	---	---	---	---	----

Tactic section 2 has a substantial paragraph containing 6 to 10 sentences.

1	2	3	4	5	NA
---	---	---	---	---	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5	NA
---	---	---	---	---	----

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve tactic section 2 of the PR Plan project?

Great job, again! I like taking advantage of several different ways to get info out to your target audiences, like email campaigns, digital & print adverts, etc. I think you could even take advantage of the Plainsman, WEGL, stuff like that!

What has your classmate done especially well with tactic section 2 of the PR Plan project?

I liked the mention of a mutually beneficial relationship for BOTH the students and the employers, and it showed in the tactics provided. You have really prioritized both of your publics without neglecting the needs of either, and tried to cater to many different avenues of appealing to both of them, which is very impressive! Keep up the good work!

YOUR NAME: Kaitlyn Spoon \_\_\_\_\_

THE PERSON YOU ARE REVIEWING: \_\_\_\_\_ Janaya Wheeler \_\_\_\_\_

*Peer Review Protocol*

As you read your classmate's rough draft, please look at it carefully to determine if all the elements necessary for the PR Plan are included. In addition, you will be asked to evaluate your classmate's work and to provide feedback. Please be sure to give your classmate helpful and thoughtful feedback so that your classmate can develop a better project.

Part 4: Evaluation

**Informational/Awareness Evaluation**

*Describe*

Does the informational/awareness evaluation include the following elements: (**Place an x next to any missing items.**)

- Measure the stated informational/awareness objective
- Is an appropriate way to measure the stated informational/awareness objective
- Is different from the evaluation methods used to measure the attitude and behavior objectives
- Contains enough description to demonstrate that your peer understands the proper use of evaluation

*Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The evaluation for the informational/awareness objective measures the objective.

1	2	3	4	5
NA				

The evaluation for the informational/awareness objective is an appropriate way to measure the stated objective.

1	2	3	4	5
NA				

The evaluation for the informational/awareness objective is different from the evaluation methods used for the attitude and behavior objectives.

1	2	3	4	5
NA				

The evaluation for the informational/awareness objective contains enough description to demonstrate to me that my peer understands the proper use of evaluation.

1	2	3	4	5
NA				

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5
NA				

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the informational/awareness objective evaluation for the PR Plan project? **I think the survey question could be more detailed by expanding on what the changes are to the public. It would be a good way to make your post-evaluation more specific.**

What has your classmate done especially well with the informational/awareness objective evaluation for the PR Plan project? **Your evaluation in general is very organized and easy to follow. I like that you have several different and creative ways to evaluate this event. Good Job!**

### **Attitude Evaluation**

*Describe*

Does the attitude objective evaluation include the following elements: (**Place an x next to any missing items.**)

- Measure the stated attitude objective
- Is an appropriate way to measure the stated attitude objective
- Is different from the evaluation methods used to measure the informational/awareness and behavior objectives
- Contains enough description to demonstrate that your peer understands the proper use of evaluation

*Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The evaluation for the attitude objective measures the objective.

1	2	3	4	5
NA				

The evaluation for the attitude objective is an appropriate way to measure the stated objective.

1	2	3	4	5
NA				

The evaluation for the attitude objective is different from the evaluation methods used for the informational/awareness and behavior objectives.

1	2	3	4	5
NA				

The evaluation for the attitude objective contains enough description to demonstrate to me that my peer understands the proper use of evaluation.

1	2	3	4	5
NA				

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5
NA				

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the attitude objective evaluation for the PR Plan project? **I think the questions look great! You could add more specific event questions. Or questions that can be aimed more at the employer.**

What has your classmate done especially well with the attitude objective evaluation for the PR Plan project? **Very organized! I like the fact that you went a step further and did a post survey follow-up, which will further improve the value of your evaluation.**

### **Behavior Evaluation**

*Describe*

Does the behavior objective include the following elements: (**Place an x next to any missing items.**)

- Measure the stated behavior objective
- Is an appropriate way to measure the stated behavior objective
- Is different from the evaluation methods used to measure the informational/awareness and attitude objectives
- Contains enough description to demonstrate that your peer understands the proper use of evaluation

*Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The evaluation for the behavior objective measures the objective.

1	2	3	4	5
NA				

The evaluation for the behavior objective is an appropriate way to measure the stated objective.

1	2	3	4	5
NA				

The evaluation for the behavior objective is different from the evaluation methods used for the informational/awareness and attitude objectives.

1	2	3	4	5
NA				

The evaluation for the behavior objective contains enough description to demonstrate to me that my peer understands the proper use of evaluation.

1	2	3	4	5
NA				

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5
NA				

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the behavior objective evaluation for the PR Plan project? Looks good, all I can say is to maybe add more to the summary of this method to give the client more information. Good work!

What has your classmate done especially well with the behavior objective evaluation for the PR Plan project? Everything is very clearly stated, with several different ways to collect data. I like that you mentioned a guide that can be used in the future!