

## Senior Assessment Portfolio Checklist/Evaluation Public Relations

Name of Student: \_\_\_\_\_ Student 8-digit ID Number: \_\_\_\_\_

Graduation Semester:<sup>1</sup> \_\_\_\_\_ Year: \_\_\_\_\_

**Purpose of portfolio:**<sup>2</sup> A student's graduation and GPA are not affected by this portfolio assessment. It is used by faculty to understand how well students have learned skills and can apply what they have learned to practical problems in public relations. The goal of portfolio assessment is to improve the PR curriculum and the student learning process. The information is statistically summarized for all students graduating in a given semester to track learning outcomes.

Students benefit from the portfolio too, because many employers require evidence of certain skills before employment. A student with a strong graduation portfolio can show evidence of mastery of important PR skills and knowledge.

### Personal Materials

#### Included?

Resume	yes	no
Cover letter	yes	no
References	yes	no

### Required Sequence Work Product<sup>3</sup>

#### Rate 1-5 (high)

News stories\*<sup>4</sup> (see note 4)  
 News releases\* (see note 4)  
 Other written PR tactics  
 PR research  
 PR campaign(s)


Courses requiring this work product

MC1313, MC3383  
 MC4313, MC4320  
 MC4320  
 MC3360, MC4320  
 MC4320

### Additional Sequence Work Product\*\*<sup>5</sup>

Printed graphic/visual creations  
 Web site(s) (see note 5)  
 Social media site(s) (see note 5)  
 Internship/practicum work products


MC4382S, MC4320, Electives  
 MC4382S, MC4320, Electives  
 MC4382S, MC4320, Electives  
 MC2111, MC4130

**TOTAL POINTS**

Faculty Evaluator: \_\_\_\_\_ Date \_\_\_\_\_

<sup>1</sup> Students must submit portfolios by the required date and retrieve the portfolio after it has been evaluated. Students will be notified when/where to bring the portfolio and when to retrieve it later.

<sup>2</sup> A new PR major should keep this checklist readily available. Save assignments from classes, internships, and other activities that will help you to document your PR skills and knowledge. You will submit your senior portfolio with these items listed above in your final semester at Texas State University.

<sup>3</sup> Quality and quantity of submissions are valued. Submit more than one of a given item, if possible, to demonstrate mastery of a skill.

<sup>4</sup> Items identified with a \* (news stories, news releases) require actual publication to receive a score of 5. Students are encouraged to get stories or news releases published and to retain clippings of the publications as evidence. Actual publication of writing is valued in media industries.

<sup>5</sup> Students can supply URL or other identification information for websites, social media sites, etc. rather than printouts from the sites.