



# APR Cohort: Session 5

Friday, Jan. 24, 2020

11:30 a.m.-1 p.m.

[join.me/mospra\\_director](https://join.me/mospra_director)

Phone: [1.404.400.8750](tel:14044008750)

Conference ID: 910-070-824 #

KSA: Research, Planning, Implementation, **Evaluation**





# MOSPRA APR Cohort: Session 5

Today's Agenda:

1. Welcome
3. Highlights of Implementation and **Evaluation**  
Components of RPIE (Sandy Cokeley, APR, SCoPE)
4. Scenario Questions/Practice
5. Next Steps





# Implementation & Evaluation (RPIE) Notes/Highlights

Sandy Cokeley, APR, SCoPE





## Scenario-Based Question: RPIE

You are the communications director for a public university with a distributed campus. Athletics is housed at the larger of the two main campuses. After researching other universities with similar geographic challenges, a communications plan was created to provide after-hours transportation to the students on game days, host viewing parties at local student hangouts for those who cannot physically attend, and work with the student athletes to visit each campus equally to develop relationships with the smaller campus students.

Q&A by: Jennifer McGehee-Valdez, APR  
Director of Public Relations, University of Texas Rio Grande Valley



## How do you measure the effectiveness of the programs that you have implemented? (Choose 2)

- A) The number of student athletes that visited the smaller campus has doubled.
- B) The shuttles have been consistently full with students on games days and additional shuttles had to be reserved.
- C) Customers at the viewing parties purchased Athletics tickets online.
- D) A survey was conducted for students on the smaller campus, designed to determine if there was a change in their support of Athletics.



# ...and the answer is:

- **B and D**

B) The shuttles have been consistently full with students on games days and additional shuttles had to be reserved.

D) A survey was conducted for students on the smaller campus, designed to determine if there was a change in their support of Athletics.

Rationale: Study Guide pg. 24

Measure effectiveness of the program against objectives. Outcome objectives generally call for changes in awareness, opinions, behavior or support.

Behavior change is usually considered the ultimate sign of public relations effectiveness. But some assessments consider long-term outgrowths of public relations actions as well. The highest level of public relations impact could be social or cultural changes.





## **Next Up: Session 6**

**Feb. 14, 2020**

## **KSA: Applying Ethics & Law**

### **Homework:**

1. *EPR*: Ch. 5 (Professionalism & Ethics) and Ch. 6 (Legal Considerations)
2. *AP Style Guide*: Briefing on Media Law
3. *Public Relations Strategies & Tactics*: Ch. 3 (Ethics and Professionalism) and Ch. 12 (Public Relations and the Law)

