

CONNECTING PRACTITIONERS  
AND ACADEMICS IN  
COLLABORATIVE RESEARCH

# PURPOSE

This presentation will explore the possibilities for collaborative research between academics and public relations practitioners.

# OBJECTIVE #1

- ▶ Provide concrete benefits of research collaboration.
- ▶ Explain how collaboration can improve measurement and metrics in the field by customizing methodologies to suit the situation and your client's needs.
- ▶ Explain the research requirements and capabilities of those in the academy.

# OBJECTIVE #2

- ▶ Explore the needs and skills sets of both the practitioner and the academic.
- ▶ Provide ideas for potential research projects.

# OBJECTIVE 3

- ▶ Outline strategies for connecting and collaborating with one another.
- ▶ Discuss how to reach out, when and under what limitations is collaboration possible.
- ▶ Discuss the value of working with CEPR schools and the difference in options between working directly with faculty versus the benefits and pitfalls of working with graduate and undergraduate students.

# BACKGROUND

- ▶ Corporate communicators today are stuck with tight budgets and even tighter staffing restrictions.
- ▶ Solid research is a foundation of any good communication plan, but it can be time consuming and expensive.
- ▶ Academicians are expected to maintain rigorous research agendas but tire of doing studies that practitioners find useless.

# DISCUSSION

Benefits of collaborative research as a component of a communications program and scholarly research agenda.

# DISCUSSION

- ▶ Potential opportunities for collaboration between professionals and the community of scholars.
- ▶ Avenues for short-term and long-range research relationships.



# DISCUSSION

- ▶ Myth: academic research is unrelated or not relatable to professional practice
- ▶ Tools for practitioners to find and use applicable scholarly research for their employers and clients

# QUESTIONS

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THANK YOU!