

PRSA Educators Academy Five Year Strategic Plan 2009-2013

Vision

The PRSA Educators Academy will be a leader in enhancing the value, professionalism and global understanding of the field by bridging research and education with the profession.

Mission

The mission of the Educators Academy, in partnership with the profession, is to prepare and advance the public relations practice through education and research in the global arena.

Purposes

The purposes of the PRSA Educators Academy are to deliver value to our members by:

- maintaining and building interactive relationships between the practice and the academy globally for all types of public relations practices and academic endeavors.
- partnering public relations educators with practitioners to build the future of public relations professionalism through a rich exchange of experience, scholarship, research and ongoing dialogue.
- building and advancing the body of knowledge in public relations by fostering public relations research through academic and practitioner partnerships, including the joint implementation and evaluation of such scholarship.
- providing leadership to the profession by instilling a clarity of identity and value of the profession along with high-quality execution of the discipline's functions.

Professional Partnerships

- Public Relations Educators and Scholars who contribute to the education of future public relations professionals
- Public Relations Undergraduate and Graduate Students
- Public Relations Practitioners
- Public Relations Society of America (PRSA) and Public Relations Student Society of America (PRSSA)
- Partner Associations including National Communication Association (NCA), Association for Education in Journalism and Mass Communication (AEJMC), International Communication Association (ICA), International Association of Business Communicators (IABC), International Academy of Business Disciplines (IABD), International Public Relations Association (IPRA), and Association for Women in Communication (AWC).

Goals, Strategies and Tactics

Goal 1: To establish the Educators Academy as an international authority in public relations scholarship and teaching.

- Strategy 1: Build visibility and credibility of the Educators Academy through a systematic communications plan using various channels.
 - Tactic 1a: Expand and promote the Educators Academy newsletter (either print or on-line).
 - Tactic 1b: Build an Educators Academy website that provides access to information about programming, allows for stakeholder connectivity, recognizes stakeholder's achievements in public relations education, and communicates relevant and significant advances in public relations pedagogy and research.
 - Tactic 1c: Create a quarterly PR-educator email update that would provide information about changes in public relations education, information about programming, recognize achievements, and communicate relevant and significant advances in public relations pedagogy and research to members and non-member faculty as well as administrators of public relations programs.
 - Tactic 1d: Create a plan to generate awareness, communicate value, and recruit public relations faculty (including PRSSA advisors) to become members of the Educators Academy.
- Strategy 2: Build visibility and credibility of the Educators Academy through programming.
 - Tactic 2a: Hold a regularly scheduled international, interdisciplinary research conference that is built on strong links between the academy and the profession.
 - Tactic 2b: Provide programming at the PRSA international conference that meets the professional, developmental, and social needs of educators, scholars and graduate students.
 - Tactic 2c: Provide communication and support for programs that focus on public relations scholarship and teaching (such as the annual research conference held in Miami).
 - Tactic 2d: Create a set of teaching workshops to be offered by experienced Academy members at conferences hosted by similar and related organizations (e.g. ICA, AEJMC, NCA) as well as at local PRSA meetings/seminars.

- Strategy 3: Build visibility and credibility of the Educators Academy through recognition.
 - Tactic 3a: Recognize scholars/educators who make significant contributions to public relations education.
 - Tactic 3b: Recognize practitioners who make significant contributions to public relations education.
 - Tactic 3c: Recognize top graduate and undergraduate students who are enrolled and actively participating in public relations programs.
 - Tactic 3d: Recognize the top programs that provide public relations education.

Goal 2: To serve the needs of public relations educators, scholars and undergraduate and graduate students globally.

- Strategy 1: Serve needs through programs.
 - Tactic 1a: Provide programming at the PRSA international conference that meets the professional, developmental, and social needs of educators, scholars and graduate students.
 - Tactic 1b: Maintain and expand peer mentoring opportunities between new educators and experienced educators.
 - Tactic 1c: Create a set of teaching workshops to be offered by experienced academy members at conferences hosted by similar and related organizations (e.g. ICA, AEJMC, NCA) as well as at local/regional PRSSA meetings or seminars.
 - Tactic 1d: Provide funded research competitions to scholars and graduate students.
- Strategy 2: Serve needs by promoting inclusion and facilitating connectivity.
 - Tactic 2a: Develop a national communication campaign that will convey the value of the Educators Academy and information about its programs to recruit members from public relations programs not represented among our membership.
 - Tactic 2b: Establish an affiliate membership in the Educators Academy that is open to interdisciplinary public relations researchers in business or the behavioral sciences who neither teach public relations nor intend to practice in the profession, and to

all full-time public relations educators who neither reside nor teach in the United States.

- Tactic 2c: Create stronger linkages to faculty and students by inviting the PRSSA national advisor to become a member of the Educators Academy board and ask that a representative from PRSSA provide a report to our board.
- Tactic 2d: Increase membership in the Educators Academy by expanding associate membership to include graduate students planning to practice public relations.

Goal 3: To create and maintain strong links between the Educators Academy, PRSA and PRSSA.

- Strategy 1: Continue to expand the link between PRSSA and PRSA membership privileges to graduating students.
 - Tactic 1a: Develop a special PRSA membership graduation packet for seniors who were members of PRSSA.
 - Tactic 1b: Develop programs to help students transition from academics to the profession.
 - Tactic 1c: Acknowledge graduating students through ceremonies or other award venues.
 - Tactic 1d: Recognize new PRSSA/PRSA students at the national conference each fall.
 - Tactic 1e: Provide a reception for new PRSA members with recognition for awards received (include PRSA).
- Strategy 2: Identify those students who are pursuing advanced degrees.
 - Tactic 2a: Invite graduate students to become members in the Educators Academy.
 - Tactic 2b: Provide a forum for graduate students at conferences.
 - Tactic 2c: Create a graduate student subgroup with their own programming and leadership opportunities.

Goal 4: To create and maintain strong links between the Educators Academy and public relations practitioners both within and outside PRSA.

- Strategy 1: Educate public relations practitioners about the Educators Academy.
 - Tactic 1a: Further utilization of PRSA publications, *Strategist* and *Tactics* to highlight the connection between public relations education and professional public relations practice.
 - Tactic 1b: Utilize publications outside PRSA, such as *PR Week* and *PR News*, to highlight the connection between public relations education and the professional public relations practice.
 - Tactic 1c: Develop a workshop that educators could present to local PRSA chapters, as well as other communication-related associations, on public relations education topics.
- Strategy 2: Instill a sense of partnership between public relations educators and public relations practitioners.
 - Tactic 2a: Develop an Internet forum where practitioners and educators can ask questions, provide advice, etc.
 - Tactic 2b: Establish peer-mentoring opportunities between educators and professionals.
 - Tactic 2c: Sponsor internships for public relations educators.
 - Tactic 2d: Sponsor practitioner-in-residence opportunities for select college/university campuses.
 - Tactic 2e: Develop swap and share workshops for practitioners and educators to share best practices in the classroom and in the practice.

Goal 5: To create and maintain strong links between the Educators Academy and other professional and educator groups (NCA, AEJMC, ICA, IABC, IABD, IPRA, AWC).

- Strategy 1: Recruit Educators Academy members, who are also members of related professional and educator groups, to act as communication liaisons between these groups.
 - Tactic 1a: Recruit an Educators Academy Executive Board member to head this initiative.

- Tactic 1b: Write an article in the EA newsletter asking for multi-member volunteers to fill these liaison roles.
- Tactic 1c: Form a committee of liaison volunteers to work with the designated Educators Academy Executive Board member who will keep liaisons informed of EA activities and seek information from other group representatives.
- Tactic 1d: Explore opportunities to mutually present workshops on various topics at conferences.
- Tactic 1e: Arrange for regular conference calls of liaison committee at least quarterly.
- Tactic 1f: Write letters to the presidents/chairs of other professional and educator groups describing what we are trying to accomplish.
- Tactic 1g: Develop a regular “Educators Column” in EA newsletter reporting on activities and opportunities of other groups and make this column available to newsletters of other groups, as well.

Goal 6: To advocate for continuous advancement of public relations education.

- Strategy 1: Act as a national advocate for the recruitment of public relations faculty.
 - Tactic 1a: Develop a strategic plan to communicate, through media sources and professional publications, about the national public relations faculty shortage.
 - Tactic 1b: Develop additional “Train the Trainers” seminars for the purpose of developing a nationwide bank of academic experts who can speak at local PRSA meetings across the nation about the need for more public relations faculty.
 - Tactic 1c: Contact universities/colleges with public relations programs alerting them of the nationwide faculty shortage and encouraging them to consider hiring practitioners with years of experience and a master’s degree for tenure track status.
 - Tactic 1d: Write letters to those PRSA members with master’s degrees asking them to volunteer in their local community colleges and universities as adjunct professors.
 - Tactic 1e: Continue to advocate for more Ph.D. programs to train future public relations faculty.

- Strategy 2: Advocate for more CEPR accreditations of colleges and universities.
 - Tactic 2a: Develop a CEPR brochure for national distribution.
 - Tactic 2b: Promote the CEPR program through written correspondence or brochure mailings to chairs of public relations programs from the chairs of the Educators Academy and PRSA.
 - Tactic 2c: Develop a news release template to publicize those schools who have recently received CEPR status.
- Strategy 3: Continue to advocate for and promote the Commission on Public Relations Education reports.
 - Tactic 3a: Seek significant representation from the Educators Academy to serve on the Commission on Public Relations Education research projects.
 - Tactic 3b: Participate in the promotion of this report through media sources and newsletters of partner organizations.
 - Tactic 3c: Promote and encourage the adoption of the suggested public relations course criteria through written correspondence to chairs of public relations programs across the nation.

Research and Review

- Prior to the implementation of the goals, strategies and tactics mentioned in this strategic plan, committee members should research each area thoroughly and submit a report with their findings to the Educators Academy Board.
- A review of this strategic plan should be conducted yearly to update and evaluate as needed.