

FORM A
Board of Regents, State of Iowa

**REQUEST TO IMPLEMENT A NEW BACHELOR OF SCIENCE DEGREE
 IN PUBLIC RELATIONS**

Institution:Iowa State University

CIP Discipline Specialty Title:Public relations

CIP Discipline Specialty Number (six digits): 09.0902

Level: **B** M D FP

Title of Proposed Program:A bachelor of science degree in public relations

Degree Abbreviation (e.g., Minor, B.S., B.A., M.A.): B.S.

Approximate date to establish degree:Month: August Year: 2013

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College that will administer new program:Liberal Arts of Sciences

1. Describe the proposed new degree program, including the following:

- a. A brief description of the program and a statement of objectives, including student learning outcomes and how the learning outcomes will be assessed;**

The Greenlee School of Journalism and Communication (GSJC) at Iowa State University has been training public relations professionals for more than 40 years. Since 1996, nearly 1,500 students have either enrolled in the public relations emphasis area or taken public relations courses and participated in a public relations internship. In order to better serve ISU students and to provide them with a diploma that accurately reflects their academic training, we would like to move the public relations program from an emphasis area to a degree program. Since all of the faculty and courses for this degree are already in place to support the existing emphasis area, and since about 100 students are taking these courses and the associated internship each year, no additional resources are anticipated to create this major.

The 2011 International Communication Consultancy Organization's World Consultancy Report indicates that staffing needs in public relations industry remain the top challenge as public relations spending continues to grow. The report found that in the US, public relations firms saw an 11% increase in fee revenue even in the midst of a worldwide recession in 2010. The Worldcom Public Relations Group (2012), surveying more than 100 firms in Asia and the Pacific, Europe, the Middle East, Africa, North America and South America, found that more than 75% of firms have recently hired staff to support new business or intend to hire in the first quarter of 2012. The Council of Public Relations Firms (2012) said that 60% of their participating firms reported increased employee headcounts in 2011.

According to Iowa Workforce Development (2012), employment growth for public relations specialists in the state is expected to increase about 21% between 2008 (2,217 jobs) and 2018 (2,676 jobs). According to the Department of Labor's Bureau of Labor Statistics (2012), the number of public relations managers and specialists in the US is expected to increase 21% (more than 68,000 jobs) between 2010-2020. The Department of Education's National Center for Education Statistics reports that 4,475 students received a bachelor's degree in public relations in the 2008-2009 academic year.

Clearly, public relations is a growth area in Iowa, the US and throughout the world. The supply of PR professionals is not adequate to meet the growing demand. The demand for public relations majors is spiking and will be more than any one program in a regent university can handle. The major is expected to attract additional students to Iowa State.

A public relations program focuses on the theories and methods for building and maintaining mutually beneficial relationships between an organization and its stakeholders, constituencies, audiences, and the general public. It prepares individuals to function as public relations managers and technicians working for corporations, not-for-profit organizations, and government. Key topics of instruction are public relations theory; public relations writing; research methods; public relations campaign; message/image design; image management; media relations; community relations; public affairs; and internal communications.

A public relations major at the Greenlee School will continue to follow the recommendations of the most current report of the Commission on Public Relations Education titled *The Professional Bond* (2006). The centerpiece of that report is ethical practice and leadership in communication. "New-generation professionals should follow honest practices to build a fundamental trust between publics and organizations. This transparency requires ethical decision-making and an increasingly influential role at the table where decisions are made" (*Professional Bond*, 2006).

Using existing courses in our curriculum and our current faculty, we can achieve the following program objectives:

- (1) Perform tasks and critical-thinking skills required of public relations professionals in an environment of ethical practice and transparent communication;
- (2) Demonstrate, in classroom and professional settings, proficiency in persuasive skills through a variety of media (written, spoken, events, electronic, visual);
- (3) Define the role of the media in a free and complex global society; and
- (4) Investigate and apply communication theory.

We have a number of avenues to assess these objectives with internal and external measures.

To measure these objectives, instructors assess student learning using methods such as portfolio reviews, assignments, exams and presentations to faculty, clients, and visiting professionals.

Practitioners also assess student preparedness through our internship program. Twice during the 400-hour professional internship program, employers are asked to evaluate students in numerous areas of professional practice, including communication skills, ethical and legal practice and general employability.

b. The relationship of the proposed new program to the institutional mission and how the program fits into the institution's, college's, and department/program's strategic plan;

All institutions, for-profit and not-for-profit alike, recognize the need for dialogue with the people who influence their future. This is the role of public relations professionals. The elements are in place for impressive growth and change in public relations in the next century: the spread of democratic institutions around the world; the growing importance of communicating with internal as well as external publics; the veritable explosion of one-to-one communication and the technology to implement it; and the steady advance of the public relations body of knowledge, especially the analysis of public awareness and changes in attitudes and behavior.

Relationship to the Iowa State University strategic plan

The proposed public relations major will assist the University in fulfilling two identified missions outlined in its strategic plan for 2010-2015: knowledge generation and knowledge sharing.

To create knowledge, Iowa State must be “a magnet for attracting outstanding students... who will learn, work and conduct scholarship that addresses the challenges of the 21st century.” Toward this objective, the University intends, among others, to “recruit, support, retain and graduate a diverse group of outstanding undergraduate...and professional students dedicated to making a difference in the world” (ISU Strategic Plan, 2010-2015). As a unit that offers “destination majors,” the Greenlee School has a reputation for attracting students who are committed to enhancing their education with research and experiential learning. The School's public relations faculty is made up of active researchers and teachers, sharing their research efforts with students and inviting them to engage with learning materials at a high level.

To share knowledge, Iowa State must be able to communicate with and learn from diverse populations. The University intends to “maintain a strong focus on student success and provide exceptional undergraduate...and outreach programs that prepare students and citizens for leadership and success” (ISU Strategic Plan, 2010-2015). The Greenlee School is known for the strength of its internship program. Students are required to complete a 400-hour internship that sends them to the professional world to share and enhance their education. Many complete multiple internships as a way of sharing and learning.

Relationship to the College of Liberal Arts and Sciences strategic plan

The LAS strategic plan for 2010-2015 stipulates that a primary College mission is to “provide liberal arts education that will help prepare students to live and work in a constantly evolving world.” To do so, the College will “continue to invest in and build high-quality undergraduate program in those fields that are destination majors or where student interest is strong: currently biology, communication and journalism...” In doing so, the College acknowledges that it “must target investments in undergraduate courses and majors that are in greatest need and demand” (LAS Strategic Plan, 2010-1015). As a “destination major,” the public relations program meets the rising demand for well-educated professionals in this field. According to the Bureau of Labor Statistics (2010) growth in the public relations field is expected to increase 21% between 2010-2020. Clearly this is a major for which there is “great need and demand.”

Relationship to the Greenlee School strategic plan

Under the learning and engagement missions, the School aims to prepare students to be “professionals and scholars in culturally diverse communication environments...global citizens who are culturally informed, technologically adept, and ready to lead.” Its graduates are expected to “perform active roles in the examination of communication issues and opportunities for the benefit of the state, national and international communities”(Greenlee School Strategic Plan, 2010-1015). The PR major contributes to these objectives by training students who will provide professional leadership as well as research and strategic planning skills to guide and enhance organizational, local, national and international communication efforts. Additionally, the Greenlee School professional advisory board provides feedback that helps our curriculum to stay current with today’s communication environment.

c. The relationship of the proposed new program to other existing programs at the institution; describe how the proposed program will enhance other programs at the university.

Public relations has its own body of knowledge, scholarship, and industry established over decades. This is a unique degree program that does not overlap or conflict with other existing programs at the university.

The Greenlee School’s public relations courses have long been popular among students in majors such as marketing, design, agriculture, apparel merchandising, communication studies, event management, and political science, to name a few. Because public relations provides training in the strategies and techniques necessary to build relationships between and among various audiences and publics, other programs on campus are able to prepare their students for careers in which this content is relevant and advantageous. Among the topics of instruction beneficial to students in other programs are public relations theory; public relations campaign; publicity methods; media relations; community relations; public affairs; and international public relations.

The proposed public relations major will provide more options to students at other programs by: (1) taking public relations courses to complement their programs of study, (2) pursuing a minor in public relations, or (3) pursuing double majors.

d. The relationship of the proposed new program to existing programs at other colleges and universities in Iowa, including how the proposed program is different or has a different emphasis than the existing programs.

The University of Iowa does not offer a public relations major.

The University of Northern Iowa offers a public relations major that includes coursework in journalism, communication studies, and business. Its program includes 18 hours in public relations (Principles of PR, PR Campaign Methods, PR Writing, Integrated Communication, Cooperative Education, PR Cases and Studies, Applied PR, Internship, and Global PR), 12 hours in communication (Interpersonal Communication, Business and Professional Oral Communication, Introduction to Research Methods, Communication Theories, and Organizational Communication), 15 hours in journalism, and 12 hours in business.

The Iowa State program differs in four major aspects:

- (1) Capitalizing on land-grant strengths, the program places emphasis on the public information requirements of non-profit and for-profit groups and organizations engaged in agriculture (animal and plant sciences), natural resources, engineering and energy industries, biotechnology, biorenewable resources and the bioeconomy, food safety and food security. Students are more exposed to these land grant-related courses as electives in their programs of study.
- (2) The Greenlee School program has been continuously accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). The most recent review was conducted in 2010.
- (3) The Greenlee School requires 400 hours of on-the-job training to successfully complete 3 credits of internship, one of the most rigorous internship requirements in the nation.
- (4) In communication circles, it is common knowledge that public relations has the environmental data and expertise that advertising programs need to target specific audiences. The Advertising major demonstrates the School's capability in strategic planning for advertising and promotional purposes. The public relations degree proposal further strengthens this synergy between Advertising and PR, providing for the integrated communication requirements of today's workforce.

The Iowa State program places emphasis on the following areas:

- (1) Known in the state's professional circles to have a strong journalism base because it is lodged in a program that is continuously accredited, the Iowa State PR degree is expected to continue to produce graduates skilled in journalism, particularly public relations writing and editing, strategic planning, and campaign design, implementation and evaluation.
- (2) The Greenlee School program has a strong research orientation. A foundational course in the program (JI MC/Advrt 301) exposes students to

prospect analysis, market segmentation, positioning, public opinion formation, communication strategy formation, and the development of critical thinking skills.

- (3) The special emphasis and strength on the cross-cultural application of public relations principles has earned for the School national distinction for its focus on international and global issues and how organizations can build mutually beneficial relationships and communicate effectively with various publics in the context of internationalization and globalization. The School's two main research themes under international public relations are national image/reputation formation and international news and public diplomacy.

e. Special features or conditions that make the institution a desirable, unique, or appropriate place to initiate such a degree program.

As a part of the College of Liberal Arts and Sciences, the proposed program is uniquely positioned to offer what *The Professional Bond* (2006) report demands of future professionals: "The successful public relations practitioner is highly intelligent, literate and well-read, an educated global citizen with an extensive knowledge of both the history of civilization and of global current events. The practitioner possesses excellent professional communication skills and has both exceptional depth and breadth in public relations theory." A combination of required general education courses from the College and the School ensures that graduates have this strong liberal arts background required of tomorrow's leaders.

The School offers one of the most rigorous internship programs in the nation. Students are required to complete 400 hours of on-the-job training to receive the required credit for an internship. More than a co-op or a job shadow, the internship experience places students on the job long enough to become a part of the organizational culture and practice their skills. An intensive assessment program is built into the internship experience.

According to a research project funded by the Public Relations Society of America (PRSA) titled *A First Look: An In-Depth Analysis of Global Public Relations Education Public Relations Curriculum and Instructors from 20 Countries* (2010), the most highly-valued courses in a bachelor's program are:

- Public Relations Theory (JI MC 220)
- Public Relations Strategies (JI MC 321 and 301)
- Communication Models, Strategies and Theories (JI MC 424 and 401)
- Communication Techniques (JI MC 321, 342, 308 310, 315, 347, 346, 344)
- Public Relations Practice and Deontology/Ethics (JI MC 462, 424)
- Professional Activities: case studies, seminars, workshops (JI MC 499, 390, 497)
- Research Methods (JI MC 301)

That these courses are already in place is testament to the School's record as a recognized institution that offers a public relations specialization. The report highlighted the importance of "a social science frame for a management worldview about teaching public relations." Because journalism and mass communication is a social science field, Greenlee School graduates are well positioned to meet new global challenges. The

report also pointed to the value of research methods courses, internships and other types of professional experiences.

f. Does the proposing institution have personnel, facilities, and equipment adequate to establish and maintain a high quality program?

Personnel

As of AY 2012-2013, the School has 29 faculty members. Five are tenured professors; six are tenured associate professors; five are assistant professors; eight are lecturers; two are senior lecturers; one is a senior clinician and one is a clinician. The majority has had more than ten years of college and post-college or graduate training. The faculty has a good mix of members with PhDs and those with other degrees—13 hold doctorates; 13 have master's of arts or science degrees; one has a master of fine arts degree; and two have bachelors of arts or science degrees. A senior lecturer holds the Accredited in Public Relations (APR) credential. Granted by the Public Relations Society of America, the APR designation indicates proven knowledge of communication theory and its application; advanced capabilities in strategic planning, implementation and evaluation; and a strong commitment to professional excellence and ethical conduct.

Eight faculty members (two tenured associate professors, one tenure-track assistant professors, and five lecturers) regularly teach public relations and related courses. Two actively publish peer-reviewed refereed scholarly works in public relations journals and other venues.

Two academic advisers and an internship coordinator help students select courses that meet degree requirements.

Facility and Equipment

The School has facilities and equipment in sufficient quantity and quality to maintain high teaching standards for a public relations degree.

The first floor houses the Reading Room, student interaction area, seminar space, Student Services Office and a newly renovated lecture room with a 95-student capacity. A faculty workroom and ten faculty offices were added or remodeled. Three conference areas are available for faculty and student use; two new classrooms were built on the ground floor.

The School makes full use of four classrooms within the building and operates seven computer labs. Private industry partners have funded an integrated media suite that includes ten computers loaded with the latest software, including Adobe Creative Suite and Final Cut Pro, two editing/audio bays, and an equipment office.

The Reading Room has 18 computers students use to access electronic resources. It has study tables, carrels and "soft seating."

The broadcast studios operate on an endowment from the sale of the WOI-TV station. The School also has access to a full-size television studio (Studio B) in the Communications Building. These facilities provide hands-on experience for public relations students to learn about news production and journalistic standards.

Hamilton Hall has two focus group rooms, one that seats ten and another that can accommodate smaller focus group sizes, and a physiometric testing laboratory with the ability to measure brain wave reactions, heart rate, and galvanic skin responses to communication stimuli.

g. How does student demand for the proposed program justify its development?

There are two ways to track the number of students in public relations at the Greenlee School: (1) the number of students in public relations internship and (2) the number of students who take core courses in public relations.

For the last six years, an average of 76 (ranging from 71 to 80) students elected to undertake public relations internships on an annual basis. Considering that students typically take internship credit at their senior year, we estimate about 140-160 juniors and seniors who are planning or who undertake public relations internship at any given year.

Since 1996, an average of 140 students actively take core courses in public relations on an annual basis (e.g., principles of public relations, public relations writing, public relations research, and public relations campaign). These figures constitute about 32% of the total number of undergraduate majors at the Greenlee School.

In the absence of a formal public relations major, students with interest in public relations receive a degree in journalism. Because public relations is an established career area in a long-standing and growing industry, the journalism degree does not reflect the position requirements of the job market. Neither does the degree accurately represent the students' area of interest, their exposure to public relations courses, and their 400-hour internship experience. A formal public relations major will accurately communicate the students' actual program of study and will remove the limitations on employment and other opportunities imposed by the standard journalism degree.

2. Describe the state and/or national workforce need and/or demand for graduates of the proposed program currently and in the near future (provide documentation about the sources of data used to estimate need and demand.)

One of the biggest challenges of the 21st century is the need for professional communicators. PR is not putting on a party. The real value of what we do is to give clients a better understanding of their own business with relevant data, interpretation and a different perspective. Acting as a conduit, our job is to digest what they want to say and present it in a way people can understand. (Joanne Wong, Executive vice president and senior partner, Fleishman-Hillard Asia Pacific, Oct. 22, 2011)

According to Iowa Workforce Development (2012), employment growth for public relations specialists in Iowa is expected to increase about 21% between 2008 (2,217 jobs) and 2018 (2,676 jobs).

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The International Communications Consultancy Organization (2011) found that in the US, public relations firms saw an 11% increase in fee revenue in the midst of a worldwide recession in 2010. The Worldcom Public Relations Group (2012), surveying more than 100 firms in Asia and the Pacific, Europe, the Middle East, Africa, North America and South America, found that more than 75 % of firms have recently hired new staff to support new business or intend to hire in the first quarter of 2012. The Council of Public Relations Firms (2012) reports that 60% of their participating firms increased employee headcounts in 2011.

The 2011 International Communication Consultancy Organization's World Consultancy Report indicates that staffing remains a topfive challenge as public relations spending continues to grow. *US News and World Report* lists public relations as one of the "50 best careers of 2011." Public relations is a "Top 100" job, according to *Money* magazine and PayScale.com (2012).

Clearly, public relations is a growth area in Iowa, the US, and the world. A public relations degree promises to be a magnet for attracting outstanding students.

3. List all other public and private institutions of higher education in Iowa currently operating programs similar to the proposed new degree program. (For comparison purposes, use a broad definitional framework, e.g., such identification should not be limited to programs with the same title, the same degree designation, having the same curriculum emphasis, or purporting to meet exactly the same needs as the proposed program.)

Undergraduate programs in public relations can be found in the following public and private institutions of higher education in Iowa:

Institution	Location
Ashford University	Clinton
Coe College	Cedar Rapids
Dordt College	Sioux Center
Drake University	Des Moines
Grand View University	Des Moines
Loras College	Dubuque
Morningside College	Sioux City
Mount Mercy University	Orange City
Northwestern College	Cedar Rapids
Saint Ambrose University	Davenport
University of Northern Iowa	Cedar Falls
Upper Iowa University	Fayette

If the same or similar program exists at another public or private institution of higher education in Iowa,

a. Could the other institution reasonably accommodate the need for the new program through expansion? Through collaboration?

The current proposal aims to formalize an already existing program on the ISU campus. Collaborative efforts will be explored with UNI.

b. With what representative of these programs has there been consultation in developing the program proposal? Provide a summary of the response of each institution consulted.

Members of the PR major ad hoc committee will meet with faculty members at UNI's Department of Communication Studies who teach PR courses and run the public relations program. UNI Communication Department chair Christopher Martin and ISU Greenlee School director Michael Bugeja are expected to facilitate the initiation of cooperative efforts listed in 3c below.

c. Has the possibility of an inter-institutional program or other cooperative effort been explored? What are the results of this study? (Consider not only the possibility of a formally establish inter-institutional program but also how special resources at other institutions might be used on a cooperative basis in implementing the proposed program solely at the requesting institution.)

A formal public relations major at Iowa State will enable the Greenlee School to explore the following collaborative initiatives with UNI: (1) offer joint courses online; (2) implement cross-campus enrollment to provide students with access to faculty and curriculum specializations; (3) undertake joint grant writing and research projects; (4) establish a faculty exchange and guest lecture series; and (5) exchange internship opportunities.

These inter-institutional cooperative efforts will be discussed with the chair and public relations faculty of the Department of Communication Studies at UNI.

d. Do other colleges in Iowa offer programs similar to the proposed program at comparable quality and cost?

No systematic evaluation of the UNI program has been conducted, but the official description suggests it is comparable in terms of quality to the proposed major. The tuition cost in both universities are the same for residents (\$3,324 per semester), but slightly higher at Iowa State for non-resident students (\$7,867 per semester at UNI compared to \$9,380 per semester at ISU).

4. Estimate the number of majors and non-majors projected to be enrolled during the first seven years of the program.

a. Undergraduate

Undergraduate	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7
Majors*	76	78	80	82	84	86	86+
Non-Majors**	112	114	116	118	120	122	124+

*These are conservative estimates based on the number of public relation internships.

**These are estimates based on the number of students who enrolled in PR classes but were not majors.

- b. Graduate: Not applicable
- c. What are the anticipated sources of these students?

There will be no need to recruit from other majors to fill this program because the public relations courses at the Greenlee School continue to fill every year. Current students come from Iowa, other states, and other countries. Potential students can learn about the public relations major through the following existing venues:

- i. High school students who have explicit interests in pursuing public relations will be reached through career fairs in high school campuses and at Iowa State.
- ii. Every semester, the School holds a Futures Forum in which invited notable speakers and media practitioners provide insights into careers in advertising, journalism, public relations, and mass communication in general. Special Forums for invited high school students will be held on a regular basis.
- iii. Information about the major can be disseminated through the activities of the local chapter of the Public Relations Students Society of America.
- iv. Professional organizations in the communication industry (e.g., the Iowa Newspaper Association, the Iowa Broadcasters Association) regularly hold conferences, conventions, and symposia that reach out to high school students. We will tap these venues to recruit undergraduates.
- v. The School schedules a series of student activities in celebration of the First Amendment Week. Held annually, the affair features communication-related events that cater to high school participants.
- vi. A special section of the School's official website, a Facebook page, and an interactive blog provide information and other resources to prospective undergraduate students.

5. If there are plans to offer the program away from the campus, briefly describe these plans, including potential sites and possible methods of delivery instruction. Will off-campus delivery require additional HLC accreditation?

There is no plan to offer this program off-campus.

6. Has the proposed program been reviewed and approved by the appropriate campus committees and authorities? List them:

The program proposal will be reviewed and approved by the Greenlee School Curriculum Committee, Greenlee School full faculty, LAS Curriculum Committee, LAS Representative Assembly, LAS Dean, Faculty Senate Curriculum Committee, Faculty Senate, Provost, and the President.

7. List date the program proposal was submitted to the Iowa Coordinating Council for Post High School Education (ICCPHSE) and the results of listserv review. (THIS WILL BE FILLED IN BY THE PROVOST'S OFFICE.)

8. Will the proposed program apply for accreditation? When?

The Greenlee School is one of the longest continuously accredited journalism and mass communication programs in the nation. Public relations program has been continuously accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The most recent accreditation review was conducted in 2010 and the next is scheduled in 2016.

9. Will articulation agreements be developed for the proposed program? With whom?

No articulation agreement beyond those already in place for ISU will be developed. Those already in place are:

Iowa Regent Universities General Education Articulation Agreement

ISU participates in an articulation agreement with the other two Iowa Regent universities concerning the acceptance of their general education programs into LAS. Under the terms of this agreement, students who have satisfied general education requirements at the University of Northern Iowa or the University of Iowa may transfer to Iowa State's LAS with their general education requirements met (with the possible exception of the foreign language and library requirements).

Associate of Arts (A.A.) Articulation Agreement with Iowa Public Community Colleges

Students who plan to enter LAS or the College of Business at ISU with an associate of arts degree from an Iowa public community college, and who have at least 60 prescribed semester (90 quarter) credits acceptable for transfer, and at least a 2.00 cumulative grade point average, will be considered to have met the general education requirements of that college. College of Business students are required to take an ethics and a global course to satisfy general education requirements unless they were taken as part of the associate of arts degree.

Associate of Science (A.S.) Articulation Agreement with Iowa Public Community Colleges

Students who plan to enter LAS with an associate of science degree from an Iowa public community college, and who have at least 60 prescribed semester credits acceptable for transfer, and at least a 2.00 cumulative grade point average, will be enrolled at junior level status upon entry to ISU. Transfer students with AS degrees will have their transfer credits evaluated course by course to determine how the courses will be applied to their intended Iowa State major/degree program requirements.

10. Describe the faculty, facilities, and equipment that will be required for the proposed program.

As described in 1f, the School has the faculty, facilities, and equipment in place for the proposed program. There will be no additional requirement in terms of faculty, facilities, and equipment.

11. From where will the financial resources for the proposed program come (list all that apply, e.g., department reallocation, college reallocation, grants, new to the university)?

As described in 1f, the School has the faculty, facilities, and equipment in place for the proposed program. There will be no additional financial resources required to implement the program.

12. Estimate the total costs/total new costs (incremental increases each year in expenditures) that will be necessary for the next seven years as a result of the new program:

As described in 1f, the School has the faculty, facilities, and equipment in place for the proposed program. Implementing the program requires no new costs. The following table shows the existing annual budget that supports the on-going public relations program in the School:

Item	Annual salary (\$)	PR Instruction & Support (\$) (% of Annual Salary)
1. Faculty teaching lines		
Associate professor	67,706	67,706 (100%)
Associate professor	60,920	30,460 (50%)
Assistant professor	54,892	27,446 (50%)
Senior lecturer	Under LAS budget	Under LAS budget
Senior lecturer	52,215	39,161 (75%)
Lecturer	33,338	16,669 (50%)
Lecturer	38,500	19,250 (50%)
Lecturer	38,296	19,148 (50%)
2. Internship and advising support		
Program Coordinator I	40,672	13,557 (33%)
Academic Adviser II	37,025	12,341 (33%)
Academic Adviser I	24,000	8,000 (33%)
3. Computer support		
Analyst/Programmer	Under LAS budget	Under LAS budget
Program Assistant II	21,767 (School portion)	7,255(33%)
4. Office support		
Secretary I	40,424	13,474 (33%)
5. Supplies (33% of School supply budget)	9,682	9,682
TOTAL	\$571,100	\$284,149

13. Include any additional information that justifies the development of this program.

SUPPLEMENTAL MATERIALS
(to be used at Iowa State University in the review of the proposal)

14. Program requirements:

A minimum of 33 credits and a maximum of 40 credits are allowed for Public Relations majors. A minimum 2.0 cumulative GPA is required. Public Relations majors need a broad-based academic background that the School seeks to ensure by requiring a Designated Area of Concentration (DAC) made up of 21 credits outside the Greenlee School (a minimum of 12 credits at the 300-level or above). The College of Liberal Arts and Sciences requirements to graduate (a minimum of 120 credits and a minimum of 45 credits at the 300-level and above) and the ACEJMC accreditation standard of 120 total credits (minimum of 80 credits outside of JI MC and ADVRT of which a minimum of 65 credits are in the liberal arts and sciences) are implemented.

a. Pre-Public Relations Major Required Courses (6 credits);

JI MC 110 – Orientation to Journalism and Communication (R credit)
 JI MC 101 – Mass Media and Society(3 credits)
 JI MC 201 –Reporting and Writing for the Mass Media (C+ or better)(3 credits)

b. Language requirements;

A passing score in the English Usage Test

c. Public Relations Major Requirements (27-34 credits);

Required Courses(18 credits)

JI MC 220 – Public Relations Principles(3 credits)
 JI MC/ADVRT 301 – Strategic Planning for Advertising and Public Relations (3 credits)
 JI MC 321 – Public Relations Writing (C+ or better)(3 credits)
 JI MC 424 – Public Relations Campaigns(3 credits)
 JI MC 460 – Law of Mass Communication (3 credits)
 JI MC 499 – Professional Media Internship(3 credits)

Elective Courses within Major (9-16 credits)

JI MC 300-level courses from JI MC 306, 308, 310, 312, 315, 341, 342, 342L, 343L, 344, 346, 347, 349, 354, and 390 (minimum 6 credits)
 JI MC 400-level course from JI MC 401, 406, 449, 453, 454, 461, 462, 464, 474, 476, 477, 497, and ADVRT 436 (minimum 3 credits)

In sum, 24 credits (pre-major and major combined) are from required courses and remaining 9-16 credits are electives within the major.

d. proposed new courses or modifications of existing courses: None

e. thesis and non-thesis options in master's programs: Not applicable

f. implications for related areas within the university: Please see 1c, page 4.

g. admissions standards for graduate programs: Not applicable

15. Attach to the program proposal memos from the department chair(s), the college dean(s), and other appropriate persons, agreeing to the allocation of new resources and/or the reallocation of resources as described in the Regents questions

16. Attach to the program proposal, letters of support, recommendations, and statements when appropriate:

a. from programs at the other Regents universities

b. from programs and departments at ISU which are associated with the proposed program or have an interest in the proposed program

Notes:

1. The CIP Specialty name and number is found at: <http://nces.ed.gov/pubs2002/cip2000/>

Appendix A. US Department of Labor, Occupational Outlook Handbook, 2012-13 Edition, public relations managers and specialists (<http://www.bls.gov/ooh/management/public-relations-managers-and-specialists.htm#tab-6>)

Employment of public relations managers and specialists is expected to grow 21% from 2010 to 2020, faster than the average for all occupations. Employment of public relations specialists is expected to grow 23% during the same period, faster than the average for all occupations. Employment of public relations managers is expected to grow 16% from 2010 to 2020, about as fast as the average for all occupations. The trends affecting public relations specialists will also affect managers, as the increasing importance of public relations will require more managers to plan and direct public relations departments.

Organizations are increasingly emphasizing community outreach and customer relations as a way to enhance their reputation and visibility. Public opinion can change quickly, particularly because both good and bad news spreads rapidly through the Internet. Consequently, public relations specialists will be needed to respond to new developments and maintain their organization's reputation.

Increased use of social media also is expected to increase employment growth for public relations specialists. These new media outlets will create more work for public relations workers, increasing the number and kinds of avenues of communication between organizations and the public. Public relations specialists will be needed to help their clients use these new types of media effectively.

Employment is likely to grow in public relations firms as organizations contract out public relations services rather than support more full-time staff when additional work is needed.

Employment projection data for public relations managers and specialists, 2010-2020

Occupational title	Employment 2010	Projected employment 2020	Percent change 2010-2020	Numeric change
PR managers and specialists	320,000	388,300	21	68,300
PR managers	61,900	72,100	16	10,200
PR specialists	258,100	316,200	23	58,200

Appendix B. Iowa Workforce Development occupational summary for public relations specialists

(<http://iwin.iwd.state.ia.us/iowa/OIC?occ=273031&occtype=SOC&area=01000019&action=short>)

Employment Projections					
Region	Employment		Change	Percent Change	Annual Openings
	2008	2018			
Iowa Statewide	2,217	2,676	459	20.7%	99

[More..](#)

Current Job Openings				
Job Title	Location	Order Number	Wage Offered	
Promotions Assistant	Omaha	9014934		
Public Information Coordinator	Marshalltown	8963151		
News & Digital Media Manager	Omaha	9026941		
Social Media Writing Specialist	Omaha	9025493	\$15.84/hr	

Wages				
Region	----- 2010 Wages -----			Middle Range
	Median Hourly	Avg Annual		
Iowa Statewide	\$21.26	\$47,060		\$15.74 - \$27.52

[More..](#)

Industries of Employment				
Industry	xx Employment			
No industry employment data are available for Public Relations Specialists.				

Occupations with Similar Skills				
Occupation	Skill Overlap			
Advertising And Promotions Managers	29%			
Advertising Sales Agents	26%			
Public Relations Managers	23%			
Media And Communication Workers, All Other	21%			
Writers And Authors	21%			

Appendix C. A letter from Joel Haack, Dean of College of Humanities, Arts and Sciences,
University of Northern Iowa

College of Humanities, Arts and Sciences
Office of the Dean



Beate Schmittmann,
College of Liberal Arts and Sciences
Iowa State University
Catt Hall
Ames, IA 50011

November 6, 2012

Dear Beate:

Thank you for the opportunity to comment on the newly proposed Public Relations major and minor in the Greenlee School of Journalism and Mass Communication at Iowa State University. As you are aware we have offered a PR degree for several years in the Department of Communication Studies. My communications with Dr. Christopher Martin, interim head of that department, suggest that the ISU program might offer some impact on our major; however, he does not think that there would be significant competition between the programs. This is particularly so given that the Greenlee School has been offering the courses and concentration to ISU students for over a decade and moving this to a major is primarily designed to serve the students by having their diplomas reflect more closely their field of study.

I am also encouraged by the discussion between your Greenlee School and our Department of Communications Studies that have opened up during this process and I hope that these two faculty groups can continue to work together and develop common interests to better serve the citizens of Iowa.

I wish you luck with this endeavor and hope that these new degree programs are successful.

Sincerely,

A handwritten signature in cursive script that reads "Joel Haack".

Joel Haack
Dean of Humanities, Arts and Sciences

**Appendix D. A letter from ChadenDjalali, Dean of College of Liberal Arts and Sciences,
University of Iowa**



**COLLEGE OF
LIBERAL ARTS & SCIENCES**

Office of the Dean

240 Schaeffer Hall
Iowa City, Iowa 52242-1409
319-335-2611 Fax 319-335-3755
clas@uiowa.edu www.clas.uiowa.edu

November 19, 2012

Beate Schmittmann, Dean
College of Liberal Arts and Sciences
Iowa State University
207 Catt Hall
Ames, IA 50011

Dear Beate:

Thank you for giving us a preview of your proposed Public Relations major and minor in the Greenlee School of Journalism and Mass Communication at Iowa State University. Our School of Journalism and Mass Communication offers a few courses with a public relations emphasis as part of an integrated program but does not offer a stand-alone degree at the current time. We understand that the Greenlee School has been offering a public relations concentration to its students, so that the degree effectively already exists in all but name.

I support your new degree programs and wish you much success.

I also look forward to strengthening the partnership and collaborations between our two Journalism schools. The continued strong demand for well-trained mass communication experts, from the news media, advertising companies, and public relations firms means that graduates from our programs can look forward to successful careers.

Sincerely,

Chaden Djalali, Dean
UI Alumni Association Dean's Chair
in the Liberal Arts & Sciences

c: David Perlmutter, Director, School of Journalism & Mass Communication, The University of Iowa

Appendix E. Memos from Chairs and Deans at Iowa State University

From the College of Engineering

From:Akinc, Mufit [ENG] [mailto:makinc@iastate.edu]
Sent: Thursday, October 11, 2012 10:25 AM
To:BeateSchmittmann **Cc:**Wickert, Jonathan A [SVPP]; Holger, David K [SVPP]
Subject: FW: Proposals for Public Relations Major and Minor

Beate,

I have Gary Mirka review the proposed Public Relations programs. As College of Engineering, we have no concerns. We wish you and your faculty great success in implementing the programs and will be happy to collaborate if we can be of any assistance for the success of these programs.

Best regards,

MufitAkinc
Interim Dean
James and Katherine Melsa Professor in Engineering
104 Marston Hall
College of Engineering
Iowa State University, Ames, IA 50011

Phone: 515-294-9988

From the College of Business

I talked to Russ Laczniak about the degree program. The Marketing faculty reviewed it and did not have any objections. There is no need to have a meeting. Thanks.

Bill Dilla

-----Original Message-----

From: Lee, Suman [GSJC] [mailto:smlee@iastate.edu]

Sent: Thursday, November 29, 2012 11:55 AM

To: William Dilla; Russell Laczniak

Cc: Robert Wallace; Michael J [GSJC] Bugeja; BeateSchmittmann; Thompson, Janette R [NREM]

Subject: Proposal for Public Relations Degree

Dear Drs. Dilla and Laczniak,

Hello, this is Suman Lee at the Greenlee School of Journalism and Communication. I am a contact person for a new bachelor's degree proposal for public relations. I was informed from Dr. Rob Wallace, the Chair of the LAS Curriculum Committee that you have raised some questions about the proposal. Dr. Joel Geske (Curriculum Chair, Greenlee School) and I are willing to meet with you and to discuss about the proposal. We are available in the morning and please let us know your availability, hopefully before the semester ends.

Thank you.

Best regards,

Suman

--

Suman Lee, Ph.D.

Associate Professor

Greenlee School of Journalism & Communication Iowa State University 204B Hamilton Hall
Ames, IA 50011

515-294-0496: Phone

515-294-5108: Fax

From the Greenlee School

5/7/2012

To: Dr. Suman Lee, Associate Professor and Chair, Ad Hoc Committee for Public Relations Degree

From: Dr. Michael Bugeja, Director, Greenlee School of Journalism and Communication

Re: Memo for the Regents Concerning New Resources for Proposed PR degree

On behalf of the Greenlee School of Journalism and Communication, I concur with the Ad Hoc Committee and faculty of the School that the proposed new degree in Public Relations will not require new resources. The purpose of the degree is to designate officially what students already have been studying in the School (i.e. PR curriculum) which now appears on their diplomas as Journalism and Mass Communication. As our faculty includes practitioners and researchers in Public Relations, and as we already have the pedagogy within the School's existing curricular model, we have no need for new allocations but a pressing need to credential our graduates in this vital and growing field.