



## Program Review Quality Assurance Plan

Quality Assurance Plan for: Public Relations Diploma Program (PRLN)

Date submitted to SSCPR: February 28, 2018

Date Self-Study Report approved by SSCPR: May 2016

Date of External Review: July 2016

### SUMMARY

*Summarize what the program has determined - through evidence - about program quality (e.g. strengths, challenges, opportunities for improvement, potential threats, etc.)*

**Strengths:** As noted by the External Review Team, KPU is a recognized leader in undergraduate public relations education. The program has strong brand recognition and considerable goodwill in the wider PR community and industry. Students and employers value the experiential learning opportunities the program is known for, and the industry connections and experience of its instructors. PR courses also have the potential to be offered across the university as electives and through new credentials, enhancing the learning experience and educational background of KPU graduates.

#### Challenges:

- The current program includes some courses that either reflect a higher educational pathway/competency level than is normally expected at the diploma "Level I Technical Pathway" (as identified in the CPRS's *Pathways to the Profession* document), or that are out of alignment with contemporary industry-expected PR competencies. This results in course learning outcomes that may be mismatched with the experience and maturity level of current PR Diploma students, as well as students receiving less-optimized training.
- As structured, the program does not enable laddering into other degree programs at KPU. Surveyed students expressed a strong desire to be able to continue their education and complete a degree at KPU, while industry professionals identified a bachelor's degree as more attractive than a two-year diploma.
- As a program in the School of Business, a revised diploma may need to conform to the Business Education Framework, which may not be appropriate for public relations education relative to the needs of industry, particularly the need for interdisciplinary incorporation of breadth education courses from other Faculties (e.g. Liberal Arts courses). Exploring how the diploma can best align with the Business Education Framework and provide a balanced and appropriate public relations education will be a challenge.
- The department is very small and currently has limited dialogue and opportunities for collaboration between its Faculty members, which potentially leads to a silo-approach to curriculum development, and teaching. Positively changing inter-professional relationships is an important challenge.

#### Opportunities for improvement:

- The program can more deliberately align itself with a clear educational pathway/competency framework and structure itself to better ladder into degrees at KPU.
- PR courses can be offered on an open registration basis (including shifting class size from 25 to 35 students), as electives to the wider university community, and as part of new credential offerings.
- The department can work to build a more collaborative community of practice, rooted in dialogue and focused on experiential teaching and learning.
- The program can work to improve its existing program, while also focusing on developing and launching a revised diploma.

#### Threats:

- Failure to modernize the curriculum and give students more flexibility to ladder their diploma into completing a degree at KPU could result in reduced enrolment, and loss of market share (or market opportunity) to programs that offer more flexible PR education options (e.g. Continuing education and part-time studies programs at SFU, UVIC and BCIT).

**QUALITY ASSURANCE GOALS**

List the program's Quality Assurance Goals (broad statements about what the program intends to accomplish to ensure program quality). Identify the Recommendation(s) – drawn from the Self-Study Report and External Review Report - each Goal addresses. Provide a brief Rationale for each Goal (see the Quality Assurance Plan Guidelines for instructions). Add or remove rows as necessary.

GOAL 1: Ensure that leaders in the profession of public relations are advising the program on the currency, relevance and quality of the current and future credentials in PR at KPU.

RATIONALE FOR THIS GOAL: This goal ensures that the PR program is informed by practicing public relations professionals who can ensure the program remains current and relevant.

Recommendation(s) this Goal Addresses	Report (page number)
Involve industry representatives through the department's Advisory Committee to provide input to update the program so it is based on current industry and professional requirements.	Self-Study, page 44 External Review, page 4
Evaluate the validity and currency of the current program learning outcomes against the data from industry representatives to ensure the program learning outcomes are still current and relevant.	Self-Study, page 44

GOAL 2: Increase student enrolment and expand the study of PR at KPU by changing the registration structure of the program to make all public relations courses, and current and future public relations credentials easily and readily available to any interested student.

RATIONALE FOR THIS GOAL: Achievement of this goal will likely increase enrolment, attract more diverse learners, provide easier access for any current KPU and potential KPU learner interested in taking public relations courses, and develop stronger alignment between the diploma to either business or liberal arts degree programs to better enable public relations diploma students to complete degrees at KPU in a timely manner if they choose.

Recommendation(s) this Goal Addresses	Report (page number)
Investigate the possibility of including more business courses in the program, which would make it easier for public relations students to complete their degree at KPU.	External Review, page 5
Consider increasing class sizes from 25 to 35 to permit non-public relations and international students to take the public relations courses.	External Review, page 5
Consider how to create greater diversity in the mix of the class creating a more quantifiable balance between male and female applicants, to increase enrolment of more mature students, and international students.	
The organization and delivery of the program should be reviewed and open enrolment for PR courses should be strongly considered to encourage cross-pollination of ideas and perspectives. Students should still work towards completion of a PR credential but it should be ladder into School of Business degree options, and PR courses should be offered as electives to non-PR diploma students.	External Review, page 8
Since joining the School of Business and because public relations is an integral part of any organization, like human resources, marketing, accounting, and business administration, the data from multiple sources offers the program evidence of the value of integrating some of the School of Business courses into the	External Review, page 9

public relations program. In addition to forging stronger ties with other KPU programs, it would also enrich the learning experience for students and prepare them to work in a variety of businesses and sectors.	
The SSR reported industry professionals rating creative/critical thinking and social intelligence highly and a bachelor's degree as more attractive than a two-year diploma. The Advisory Committee representatives also said graduates need to be strategic and to be able to make the connection between business and communication. This supports the need for a post-degree program and laddering options for students studying public relations at KPU who want to complete a degree without transferring to another institution.	External Review, page 10

**GOAL 3: Enhance the quality of the existing program for current and future students (2017-2019 intakes) based on industry feedback and Faculty input, including ensuring alignment of program and course-level learning outcomes, strengthening rigour, and improving assessment/evaluation methods.**

**RATIONALE FOR THIS GOAL:** Achievement of this goal would help to remedy weaknesses identified through the program review, including better aligning program and course learning outcomes and evaluation standards (continuing to reduce identified grade inflation in the program), and removing unnecessary course overlap.

Recommendation(s) this Goal Addresses	Report (page number)
The department should review courses for overlap and look for opportunities to ensure course offerings are efficient and maximize achievement of learning objectives across prioritized professional competency areas.	Self-Study, page 44
Review all of the course outlines in the program to ensure all of the learning outcomes support the overarching program outcomes and either change the program outcomes or revise the course learning objectives to create the necessary and consistent professionally relevant curriculum.	Self-Study, page 44
Review all of the course outlines in the program to ensure all of the learning outcomes support the overarching program outcomes and either change the program outcomes or revise the course learning objectives to create the necessary and consistent professionally relevant curriculum. The department should review courses for overlap and look for opportunities to ensure course offerings are efficient and maximize achievement of learning objectives across prioritized professional competency areas. Evaluate the validity and currency of the current program outcomes against the data from industry representatives to ensure the program outcomes are still current and relevant.	External Review, page 4
The department should consider reviewing assessment methods, particularly with respect to writing to ensure a consistent and consistently high standard of assessment across the department.	Self-Study, page 46 External Review, page 7
The department should review its assessment methods to ensure students have opportunities to demonstrate the competency statement and learning outcomes identified in the Curriculum Profile.	Self-Study, page 46 External Review, page 7
To reconcile and remedy the students' concern about timely feedback on assignments, the opportunity exists for faculty to review course outlines and re-evaluate current assessment methods and course requirements locate opportunities to simplify and streamline assessments and evaluation processes.	Self-Study, page 46 External Review, page 8

Although significant improvements have been made in reducing the extremely high grade distribution in the PR program, further effort needs to be made to bring these distributions to a more realistic reflection of student performance and aptitude.	External Review, page 11
--	--------------------------

*GOAL 4: Revise the diploma curriculum and develop new course outlines to include a balance of courses from other Faculties combined with courses in the core competencies of public relations. This revision should be informed by industry feedback and Faculty input, and should be responsive to the need for management education, financial literacy and storytelling learning outcomes (as well as other needs identified through the program review process), in time for the Fall 2020 intake.*

**RATIONALE FOR THIS GOAL:** This goal encompasses many aspects regarding improving the quality, relevance and currency of the curriculum, which is critical to the future success of KPU PR graduates, including achieving a better mix and balance of courses relative to PR industry guidance including foundational business courses and more breadth courses related to broader knowledge and core competencies that industry and broader society expect of PR graduates.

Recommendation(s) this Goal Addresses	Report (page number)
Review all of the course outlines in the program to ensure all of the learning outcomes support the overarching program outcomes and either change the program outcomes or revise the course learning objectives to create the necessary and consistent professionally relevant curriculum.	Self-Study, page 44
Review all of the course outlines in the program to ensure all of the learning outcomes support the overarching program outcomes and either change the program outcomes or revise the course learning objectives to create the necessary and consistent professionally relevant curriculum. The department should review courses for overlap and look for opportunities to ensure course offerings are efficient and maximize achievement of learning objectives across prioritized professional competency areas. Evaluate the validity and currency of the current program outcomes against the data from industry representatives to ensure the program outcomes are still current and relevant.	External Review, page 4
Either create a new course in social media, or review and more strongly integrate learning objectives related to social media across courses.	Self-Study, page 44 External Review, page 4
Consider including "management" and "managerial" terminology into the course descriptions and learning objectives to reflect the industry nomenclature for public relations.	Self-Study, page 45 External Review, page 5
Given the focus of the survey questions on the entire program, there is an opportunity to assess individual courses in the program to determine their relevance to the profession and usefulness to graduates once they secure employment after the program.	Self-Study, page 45 External Review, page 6
Follow the lead of other public institutions and programs to ensure attention is paid to competency areas related to scientific and technological capacities (e.g. veracity of scientific or technological claims in corporate communications), broad understanding of indigenous cultures (e.g. indigenizing the curriculum), history and worldviews (e.g. the role worldviews play in public communication and consultant), environmental stewardship (e.g. sustainability principles and corporate social responsibility), and social and economic entrepreneurship (e.g. best practices in business development and "B corporations"), and to ensure learning objectives and exercises support development of these competencies.	Self-Study, page 47 External Review, page 9

Connection to and better understanding of business and business metrics should include improving scientific/technological competencies; teaching “triple bottom line” accounting, social license, and goodwill will also increase understanding of cultural/environmental sensitivities.	External Review, page 11
As currently constructed, there is too much focus on design-related courses in the program. Public relations professionals need only introductory skills in graphic design, document design and web design. For projects involving those specific skill sets, professionals with specific training can be brought onto project or campaigns. Therefore, the program should provide only introductory skills in these areas, reducing the course load from five (PRLN 1140, 1141, 1226, 1250, 2338), likely to two design courses. Doing so will have the added benefit of making room for a new course specifically focusing on new media and other program needs, as identified through the program review process.	External Review, page 11
The SSR document notes that oral communication is considered to be one of the most important competencies expected of employers; however, there is no course that specifically focuses on public speaking (though there is some limited inclusion of public speaking skills in the program). Once change to the program that should be considered coming out of this review is the possible addition of a course that focuses on public speaking.	External Review, page 11

GOAL 5: *Increase the profile of the program and attract more students by better communicating our strengths, including experiential learning opportunities.*

RATIONALE FOR THIS GOAL: Achievement of this goal will ensure that the communities KPU serves are aware of the existing program, as well as the renewed and strengthened program, attracting more students to the program, and offering valuable public relations education opportunities (courses and diploma) that will enhance the knowledge, skills and career prospects of KPU graduates from across the university.

Recommendation(s) this Goal Addresses	Report (page number)
Specific to the public relations webpage on the KPU website, the content should highlight the strengths of the program and emphasize the experiential learning opportunities available in the program. The content should also be current and reinvigorated, and align with some of the other conclusions and recommendations from this report (e.g. emphasizing written and verbal skills, talking about the high expectations and intensity of the program, the aptitudes and talents that are needed or expected that await).	Self-Study, page 45 External Review, page 5
A significant opportunity for improvement exists with developing outreach strategies to promote the program and provide public information about the strengths, successes and opportunities for individuals who graduate from the program. These strategies could be developed in concert with other programs in the School of Business and KPU's Marketing department with the aim of increasing the enrolment and profile of the program.	Self-Study, page 46 External Review, page 9

GOAL 6: *Foster an experiential teaching and learning community of practice within the PR department.*

RATIONALE FOR THIS GOAL: Achievement of this goal will help to reduce the “silo approach” identified by the External Review team, and will leverage experiential learning experience, skills and opportunities across the program between courses and instructors. Achievement will enhance the department’s professional development and the experiential learning of our students, in-line with KPU’s polytechnic mandate.

Recommendation(s) this Goal Addresses	Report (page number)
Experienced instructors are one of our greatest strengths. We should continue to tap this experience and direct it towards the development of increasingly robust experiential learning exercises and projects.	Self-Study, page 46 External Review, page 8
The department needs to do a better job of recognizing the good, experiential learning that goes on in the program, to have a better understanding of individual contributions to the teaching culture of the program, and to find better methods for sharing best practices and learning from the successes and failures in the classroom.	Self-Study, page 46 External Review, page 7
The industry connections that faculty have is one of the strengths noted by the students. These connections benefit the program and can be leveraged through faculty’s contract and consulting work, attending conferences and professional development workshops and seminars, and by participating in professional associations, such as the Canadian Public Relations Society and the International Association of Business Communicators.	Self-Study, page 46 External Review, page 9
The department should collaborate on the creation of an (at least) annual PD session where faculty can share best practices and recent learnings in mutual areas of expertise and where content areas overlap or reinforce one another.	External Review, page 10

GOAL 7: *Develop other Public Relations educational products (e.g. certificate and/or citation) that can enhance the credentials of students from across KPU.*

RATIONALE FOR THIS GOAL: Achievement of this goal would focus KPU’s PR credentials and better cater to the respective tiers of students our program currently attracts. Having a diploma program and either an undergraduate certificate and/or post-degree certificate, as well as a citation, would mirror industry expectations in terms of clearly defined PR educational pathways and their associated competency areas, and would ensure enrolment across PR courses.

Recommendation(s) this Goal Addresses	Report (page number)
Consider creating two programs: a diploma program which is ideally suited for young adults and high school graduates who are interested in learning more about public relations and preparing them to work in business, and a post-degree program for individuals who want to enhance their academic credential with a program that provides them with job-ready skills. Because public relations draws from multiple disciplines, this post-degree program would be ideal for individuals with a liberal arts degree or a business degree and who want to focus their learning on the profession of public relations.	Self-Study, page 45 External Review, page 6
Consider restructuring the program to include online, evening and weekend courses, which would accommodate working professionals interested in public relations as a career change.	Self-Study, page 45 External Review, page 6

**RECOMMENDATIONS THE QUALITY ASSURANCE PLAN DOES NOT ADDRESS**

List the Recommendations from the Self-Study and External Review this Plan does not address. Provide a brief explanation why these Recommendations cannot be addressed. Add or remove rows as necessary.

<b>Recommendations</b>	<b>Report (page number)</b>	<b>Explanation</b>
Provide a separate computer lab specifically for PR students, which could double as a gathering space for PR students to work on assignment and projects (similar to the design students).	Self-Study, page 47 External Review, page 10	As noted in the External Review Report (page 2), shifting to a non-cohort model and simultaneously creating dedicated working space for cohort students is unnecessary.
Program applicants should be interviewed and invited to include essays in connection with their applications, as was previously done. This practice would help to ensure that students entering the cohort will be a good fit for the program. The department should also consider introducing a foundational or introductory course or suite of courses that would begin before students are formally entered into a cohort.	External Review, page 11	Similar to the previous explanation, a specialized admission process is not congruent with an open-registration program of the kind envisioned through the majority of the recommendations from the two review reports.

**QUALITY ASSURANCE FIVE-YEAR ACTION PLAN**

Describe the Quality Assurance Strategies (specific plans of action) the program must achieve to attain its goals over the next five years. Detail the steps the program will take to achieve each Strategy. Add or remove Strategies and tables as necessary.

**MONTH/YEAR WHEN THE FIVE-YEAR ACTION PLAN BEGINS: June 2018**

**STRATEGY 1: To re-establish the Public Relations Advisory Committee.**

GOAL(S) THIS STRATEGY SUPPORTS: GOALS 1 & 3 which will help to maintain strong connections between KPU's PR program and leaders in the public relations (PR) profession who can advise on the currency, relevancy and quality of the current and future credentials in public relations at KPU.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Review the Terms of Reference for the department's Advisory Committee	Faculty & Dean's Office	06/18	07/18	
Contact Advisory Committee Chair and all current members to see if they are interested in staying on for two more years.	Dean's Office	06/18	06/18	
If more committee members are required to populate the Committee or replace any current members, a list of alternates and potential committee members will be developed and shared with the Dean's Office. Dean's Office will send letters to potential new members to invite them to join the Committee.	Faculty & Dean's Office	09/18	09/18	
Set up a meeting for the re-established Advisory Committee to meet in the Fall of 2018 to provide them with an update on the progress of the program review process, inform them of the five-year plan and seek their input and feedback on curriculum changes and course revisions for the PR diploma. This includes establishing an ongoing annual plan to schedule semi-annual meetings with the Advisory Committee (Fall and Spring).	Faculty & Dean's Office	09/18	10/18	

Resource Implications (if applicable)
What are the resources required to achieve this Strategy? The PR Department requires a Coordinator (on a minimum 25% time release) who can complete the work of recruiting/organizing the Advisory Committee.
When are these resources required? September 2018
What Faculty and/or Institutional support is required? A 25% time release for a suitable PR Coordinator candidate.



**STRATEGY 2: Develop a new, open registration diploma program that includes revised and new course outlines, and a new balance of courses from other Faculties combined with courses in the core competencies of public relations. Make all public relations courses and current and future public relations credentials easily and readily available to any interested student, enabling students to complement their BA or BBA degrees with studies in public relations, and to enable our diploma students to ladder to a BA or BBA degree.**

**GOAL(S) THIS STRATEGY SUPPORTS: GOALS 2 & 4** - This second strategy allows for public relations courses and the public relations program to follow the model of the majority of other courses and credentials at KPU. It provides all students—domestic and international—interested in learning about public relations with the freedom to take public relations courses as electives or as part of a credential. It also addresses one of the key needs identified through program review, which is that the PR diploma should ladder into other degrees at KPU, allowing PR diploma students to continue their studies at KPU and complete a Bachelor's degree.

**Note:** Suspending the cohort intake provides the opportunity to teach the current program to the final two cohorts—the Class of 2019 and the Class of 2020, while making the necessary changes to the structure and curriculum of the program which will form the new Diploma in Public Relations and any other future credentials developed through the implementation of the Quality Assurance Plan. Realising this objective and the subsequent objectives regarding the program structure and curriculum will ensure the full revised credential is offered beginning in September of 2019.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Work with the Scheduling department to begin offering additional sections of <i>Introduction to Public Relations</i> for the September 2017 and January 2018 terms at Richmond and Surrey campuses.	Associate Dean	05/17	Continuing	
Research different formats and potential approaches to articulation that can open up PR education to as many students as possible at KPU. This includes exploring BA and BBA articulation, and speaking with the School of Business and the Faculty of Arts to learn how much alignment with the Business Education Framework may be required in revising the diploma, and what course articulation might be possible for completing a BA (e.g. BA and BBA efficient/optimized versions of the diploma). Seek PR Advisory Committee advice and input on any new proposed changes.	Faculty team, School of Business & Faculty of Arts	02/18	01/19	There is broad consensus among Faculty for an approach that mirrors existing diploma programs in the School of Business (e.g. Marketing Management).
Revise and develop new PR courses for revised open registration diploma, and select business and breadth courses for inclusion in new diploma structure. The department will seek Advisory Committee input and feedback on the new draft curriculum.	Faculty	02/18	01/19	Tight timeline. Need to complete the revisions and have approval through Senate by December 2019 for inclusion in the 2020/2021 academic calendar.
PR dept. confirms business and breadth section availability in other departments/faculties for new open registration diploma.	Faculty	02/18	11/18	
New and revised PR courses presented and approved through respective university committees/approval processes for listing in the 2020/2021 academic calendar.	Faculty	02/19	05/19	
Write and submit proposal to suspend the 2020 cohort intake after Fall 2019. Successfully complete suspension approval process. The Fall 2019 intake is the last cohort intake into the program, and will be suspended as the new revised program will be starting Fall 2020 (see Appendix A Phase-In/Phase-Out Table).	Faculty & Dean's Office	09/19	10/19	

Resource Implications (if applicable)
What are the resources required to achieve this Strategy? The PR Department requires a Coordinator (on a minimum 25% time release) who can liaise with Scheduling at KPU, seek Advisory Committee feedback and write a proposal for suspension of the PR cohort model.
When are these resources required? <i>Click here to enter text.</i>
What Faculty and/or Institutional support is required? A 25% release for suitable PR Coordinator candidate.

STRATEGY 3: Create an annual PD day and other scheduled opportunities during the year for Faculty and industry professionals to share experiences, skills and knowledge.

GOAL(S) THIS STRATEGY SUPPORTS: GOAL 6 - This strategy allows for the fostering of an experiential teaching and learning community of practice within the PR department with the goal of helping to reduce the "silo approach" identified in the Self-Study Report by the External Review team. A scheduled PD day will leverage experiential learning experience, skills and opportunities across the program, between courses and instructors. Achievement will enhance the department's professional development and the experiential learning of our students, in-line with KPU's polytechnic mandate.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Re-establish a regular department meeting schedule (monthly or bi-monthly), including scheduled time to report on teaching and learning experiences in the classroom (e.g. brown bag lunch series).	Faculty	02/18	Continuing	
Create an annual PD session where faculty can share best practices and recent learnings in mutual areas of expertise and where content areas overlap or reinforce one another. Reading week may be an ideal time for these sessions.	Faculty	02/19	Continuing	Consider pooling resources and holding a joint PD session with the Marketing and CMNS departments (this has been proposed in the past by the Marketing department).

Resource Implications (if applicable)
What are the resources required to achieve this Strategy? The PR Department requires a Coordinator (on a minimum 25% time release) who can coordinate and lead Departmental meetings, PD sessions and/or opportunities for sharing best practices among PR program Faculty.
When are these resources required? <i>Click here to enter text.</i>
What Faculty and/or Institutional support is required? A 25% time release for a suitable PR Coordinator candidate.

STRATEGY 4: Review and compare the quality of the existing PR program, its course offerings and assessment methods, against industry and Faculty feedback and input, to determine changes that can be made to enhance the existing curriculum and assessment methods to ensure responsive and high-quality education for current and future students (2017-2019 intakes).

GOAL(S) THIS STRATEGY SUPPORTS: GOAL 3 - As the PR Department moves in a new direction (open registration, course development, new Program Advisory Committee etc.), it's important to maintain the quality of current PR programming and course offerings for students enrolled in the cohort model. This includes ensuring that assessment methods better address the needs of students and industry, and that there is a continued effort to reduce grade inflation in the program whilst enhancing the rigour and consistency of evaluation methods.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Strike up a Faculty committee to review, revise and submit for University approval updated course outlines.	Faculty	09/18	Continuing	
Advisory committee to review learning outcomes AND provide feedback on existing course outlines, presentations and sample assignments and projects.	Faculty	10/18	Continuing	
Strike up a Faculty committee to review how current diploma courses and assignments interact, in order to avoid unnecessary task repetition but also appropriate coverage of industry skills and skill reinforcement across diploma course progression.	Faculty	10/18	Continuing	
Faculty to agree upon and implement a set of grading rubrics or assessments to ensure consistency and rigour across the program.	Faculty	09/19	Continuing	

Resource Implications (if applicable)
What are the resources required to achieve this Strategy? The PR Department requires a Coordinator (on a minimum 25% time release) who can coordinate review, revisions and submission of PR course outlines.
When are these resources required? <i>Click here to enter text.</i>
What Faculty and/or Institutional support is required? A 25% time release for a suitable PR Coordinator candidate.

**STRATEGY 5: Explore and, if feasible, establish other credentials in public relations.**

GOAL(S) THIS STRATEGY SUPPORTS: GOAL 7 - To develop a Public Relations certificate and a citation, as educational products that can enhance the credentials of students from across KPU. Once the diploma program is revised, the opportunity exists to explore and establish different credentials in public relations, including potentially a certificate, a citation, and/or degree-level credentials, such as a minor, providing a variety of options for all learners interested in taking a prescribed group of public relations courses to complete a credential and enhance their educational credentials at KPU. This will also increase the possibility of maximizing the registration for all scheduled public relations courses.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Meet with the University Registrar to learn about the different types of credentials that are offered through KPU to determine which credentials would be appropriate for the Public Relations program, including the potential development of micro credentials based on clusters of course credits within the diploma.	Faculty	09/18	06/18	
Learn from the University Registrar what the process and necessary documentation is to create new credentials, as well as credentials based on an already established credential.	Faculty	09/18	10/18	
Based on the information provided by the University Registrar, and working with input from the program Advisory Committee, identify non-degree level credentials that could be developed using the courses that are part of the diploma, as well as any new higher-level courses that may need to be developed.	Faculty	10/18	11/18	
Prepare the necessary documentation to introduce any new credentials stemming from the diploma and work through the process detailed by the University Registrar.	Faculty	11/18	01/19	
When the non-degree credentials have completed the university's processes and have been approved, information about these additional non-degree credentials needs to be added to the university calendar and School of Business and PR department websites.	Faculty	04/19	06/19	

Resource Implications (if applicable)
What are the resources required to achieve this Strategy? The PR Department requires a Coordinator (on a minimum 25% time release) who can meet with the University Registrar, prepare documentation for new credentials and related communication for university calendar/website.
When are these resources required? <i>Click here to enter text.</i>
What Faculty and/or institutional support is required? A 25% time release for a suitable PR Coordinator candidate.

**STRATEGY 6: To promote the newly redesigned public relations diploma program and any new public relations credentials.**

GOAL(S) THIS STRATEGY SUPPORTS: GOAL 5 - To develop outreach strategies to attract students, from within KPU and from outside sources, such as other post-secondary institutions and high schools, to increase the profile of the program credentials which may attract more students to the newly redesigned diploma credential and any other new public relations credentials. This includes updating the KPU PR program webpages.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Meet with representatives of the KPU Marketing and External Affairs department to learn about the services and supports available to help promote the new PR program and associated credentials.	Faculty	01/19	02/19	
Update the department/program webpages on the KPU website to communicate the changes to the program, the strengths of the program, the increased value of the program to students, and the opportunities graduates may realize when they complete the program. Also enhance the program website with detailed instructor bios and current events and accomplishments.	Faculty	01/19	06/19	
Develop publicity and promotional plan for the public relations credentials.	Faculty	02/19	06/19	
Implement the publicity and promotional plan for the public relations credentials.	Faculty	02/19	06/22	
Monitor the promotional results by enrolment numbers for the public relations courses and check with the registrar's office to find out how many students are working towards a public relations credential.	Faculty	03/20	06/22	

Resource Implications (if applicable)
What are the resources required to achieve this Strategy? The PR Department requires a Coordinator (on a minimum 25% time release) who can meet with KPU Marketing and External Affairs, develop/implement a publicity and promotional plan for PR credentials and monitor enrolment numbers for PR courses.
When are these resources required? <i>Click here to enter text.</i>
What Faculty and/or Institutional support is required? A 25% time release for a suitable PR Coordinator candidate.

PLAN SUPPORTED BY:

Provost's Name

Dean's Name

Provost's Signature

Provost's Name

Date

Date

**APPENDIX A – Proposed Phase-In/Phase-Out Process for Revised PR Diploma**

*Phase-In/Phase-Out Table*

	Spring 2018	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020	Spring 2021
<b>Cohort PR Diploma</b>	'16 cohort graduates  '17 cohort second semester	'18 cohort first semester  '17 cohort third semester	'18 cohort second semester  '17 cohort graduates	'19 cohort first semester (final cohort intake)  '18 cohort third semester  Suspend cohort diploma intake  Prepare for registration of students into Fall 2020 revised program (ensure revised program added to calendar for 2020/2021 academic year).	'19 cohort second semester  '18 cohort graduates	'19 cohort third semester (teach-out of existing cohort begins)  Students who will need to repeat courses will be accommodated as needed through independent study if new courses do not meet equivalent learning outcomes found in the cohort courses.	'19 cohort graduates  Students who will need to repeat courses will be accommodated as needed through independent study if new courses do not meet equivalent learning outcomes found in the cohort courses.
<b>New Open Registration PR Diploma</b>	PR Faculty begin revising and developing new courses for open registration diploma while also improving current program.  School of Business is currently offering "Introduction to Public Relations" on an open registration basis.	Course revision and development process continuing, including consultation with KPU departments Re: proposed program revisions.  School of Business will offer introductory PR courses on an open registration basis.	Revised courses presented to PAC (Jan.), School of Business Curriculum Committee (Feb.) and Faculty Council (Mar.), submission to S2C2 (May).  School of Business will offer introductory PR courses on an open registration basis.	New courses presented & approved through university academic councils by Dec. 2019 for listing in 2020/2021 academic calendar.  School of Business will offer introductory PR courses on an open registration basis.	Registration opening for revised diploma program.  School of Business will offer introductory PR courses on an open registration basis.	Open registration PR diploma program begins, as program and courses now listed in academic calendar.  Welcome new open registration diploma PR students.	New open registration PR diploma program continues.