

SOUTH DAKOTA BOARD OF REGENTS

Committee on Academic and Student Affairs

AGENDA ITEM: III – D (1)

DATE: April 1-2, 2015

SUBJECT: Intent to Plan: SDSU BS in Public Relations

South Dakota State University (SDSU) requests authorization to develop a proposal for a Bachelor of Science (B.S.) degree in Public Relations. The Public Relations major prepares students for careers in public relations and marketing communications through the study of relationships between organizations and their stakeholders.

University Mission and System Strategic Goals

Board of Regents Policy 1:10:2 and SDCL 13-58-1 establish the mission of SDSU as the state's comprehensive land grant university and to provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in agriculture, education, engineering, human sciences, nursing, pharmacy, and other courses or programs as the Board of Regents may determine.

The proposed program aligns with SDSU's strategic plan, IMPACT 2018. In addition, the program is consistent with the Board of Regents 2014-2020 Strategic Plan, including growing the number of undergraduate degrees awarded as described in Goal 1 and increasing the number of programs that relate to economic and workforce development as described in Goal 2.

(Continued)

RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR

Authorize SDSU to develop a proposal for a B.S. in Public Relations with the following conditions:

1. The university will research existing curricula, consult with experts concerning the curriculum, and provide assurance in the proposal that the program is consistent with current national standards and with the needs of employers.
2. The proposal will define the specific knowledge, skills, and competencies to be acquired through the program, will outline how each will be obtained in the curriculum and will identify the specific measures to be used to determine whether individual students have attained the expected knowledge, skills, and competencies.
3. The university will not request new state resources and the program proposal will identify the sources and amounts of all funds needed to operate the program and the impact of reallocations on existing programs.

Related Programs in the System

No Regental institution currently offers a major in public relations. The University of South Dakota offers a Strategic Communications Specialization within the Media and Journalism major. Black Hills State University offers an emphasis in public relations under the Mass Communication major and Corporate Communication major.

Workforce Need, Student Demand, Projected Graduates

The US Department of Labor's Bureau of Labor Statistics estimates demand for public relations specialists to grow by 21% through 2020. In addition, public relations is currently the second most popular major nationally within the broader field of Journalism and Mass Communications. SDSU anticipates 5 to 10 students new to the university enrolling in the program annually.

Board Policy

SDSU is not requesting any exceptions to Board Policy.

Off Campus and Distance Delivery

SDSU intends to request authorization to offer the program at UC-Sioux Falls beginning in the Fall of 2016.

Budget and Resources

SDSU does not request any new State resources to implement or maintain the proposed program. SDSU will fund the program through reallocation of existing resources.

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Intent to Plan for a B.S. in Public Relations

UNIVERSITY:	South Dakota State University
DEGREE(S) AND TITLE OF PROGRAM:	B.S. in Public Relations
INTENDED DATE OF IMPLEMENTATION:	Fall 2015

University Approval

To the Board and the Executive Director: I certify that I have read this intent to plan, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

David L. Chicoine

 President of the University

November 4, 2014

 Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

1. What is the general nature of the proposed program? What is the expected demand for graduates in South Dakota? What is the need for the proposed program?

South Dakota State University (SDSU) requests authorization to develop a proposal for a Bachelor of Science (B.S.) degree in Public Relations. The Public Relations major prepares students for careers in public relations and marketing communications.

Public relations is the management of relationships between organizations and their stakeholders; those involved in the success or failure of that organization. The strategic management of public relations is a four-step process that includes research, planning, implementation and evaluation.

The major is based on a liberal arts foundation. It addresses both economic and societal issues, emphasizes the importance of market research and includes experiential learning opportunities such as conducting a campaign and participating in an internship.

Student Demand for the Program

SDSU had offered a B.A. and B.S. degree in Journalism and Mass Communication with a specialization in advertising from the 1980s until 2012. In 2012 SDSU received permission from the Board of Regents to offer a major in Advertising. One of the three emphases in the current advertising major is public relations. Approximately 40 percent of the advertising majors graduate with the public relations emphasis.

In FY 13, twenty-four students graduated with the advertising major: ten in the public relations emphasis, nine in the creative strategies emphasis and five in the interactive and media emphasis. In FY 14, twenty-five students graduated in advertising: eleven in the public relations emphasis, nine in the creative strategies emphasis and five in the interactive and media emphasis.

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While SDSU currently offers a degree in advertising with a public relations emphasis, students continuously express a desire for a major rather than an emphasis in public relations. Under the current emphasis in public advertising majors take 15 credits of public relations courses. A major in public relations would allow students to take fewer advertising courses and more than double the breadth and depth of their coursework and expertise in public relations.

This is consistent with the national trends. According to the most recent national Journalism and Mass Communication Annual Enrollment Survey, distributed by the Cox Center for International Mass Communication Research at the University of Georgia, approximately one-quarter of all students in journalism and mass communication programs are enrolled in and graduate with degrees in Public Relations.

Employer Demand for Graduates

The Bureau of Labor Statistics¹ projects public relations specialists' employment growth of 12 percent between 2012 and 2022. During that time period, an additional 27,400 jobs will need to be filled. Because of its promising outlook, the public relations specialist profession has claimed the No. 85 spot on the 2014 US News and World Report list of Best Jobs². The South Dakota Employment Projections for Public Relations Specialists are expected to grow by 11.3% or 40 average annual openings between 2010 and 2020.³

The proposed degree includes an emphasis in market research. Employment of market research analysts is projected to grow 32 percent from 2012 to 2022, much faster than the average for all occupations⁴. Employment growth will be driven by an increased use of data and market research across all industries, to understand the needs and wants of customers, and to measure the effectiveness of marketing strategies. Because of its promising outlook, the marketing research analyst profession has claimed the No. 15 spot on the 2014 US News and World Report list of Best Jobs⁵.

Need for the Proposed Program

The Bureau of Labor uses a statistical calculation called a "location quotient" to indicate the geographic concentration of specific occupations in relation to the national average. A location quotient greater than one indicates the occupation has a higher share of employment than average. South Dakota's location quotient for public relations specialists is 2.38, placing South Dakota among the top 5 states nationally relative employment potential employment for public relations specialists.⁶

PR's importance is changing. According to the authors of *The Rise of PR*, public relations has become an important component of marketing communication as well as the most effective way

¹ <http://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>

² <http://money.usnews.com/careers/best-jobs/rankings/the-100-best-jobs?page=9>

³ http://dlr.sd.gov/lmic/occupation_projections_high_demand_bachelors.aspx

⁴ <http://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm>

⁵ <http://money.usnews.com/careers/best-jobs/rankings/the-100-best-jobs?page=2>

⁶ <http://data.bls.gov/cgi-bin/print.pl/oes/current/oes273031.htm>

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to build a brand.⁷ The following testimonials from South Dakota businesses also address the need for Public Relations majors:

"The importance of public relations is changing and has become the most effective way to build a brand today. Public relations is seen as a vital part of maintaining the organization's image and communicating its message to customers, investors and the general public. A positive perception of a company or non-profit can increase sales and improve the bottom line. Developing a degree that can craft professionals that can take companies, associations and industries to the next level is of the utmost importance and a true value to any business. We're a global PR firm based in Sioux Falls but have offices across the country. Our ability to recruit and hire the best candidates in SD is critical to our business and the clients we represent."

Jennifer Fleming
President, TallGrass Public Relations, Sioux Falls

"The public relations skill sets needed in today's marketplace are much greater than just a class or two – the job requires strong writing skills, critical thinking and creativity. Developing a sequence just for PR would really hone in on the best ways to grow those skills and how to use social media and traditional communications methods to reach goals. I've worked in PR for more than 15 years and my news-editorial journalism degree from SDSU prepared me well; however, I can only imagine the additional knowledge that could be gained with an educational track geared to public relations – and the leg up that would give graduates looking for employment in the industry. I strongly encourage adding a public relations degree option to SDSU's already successful journalism and mass communication program."

Amy Smolik
Marketing & Communications Manager, Sioux Falls Area Chamber of Commerce

"Paulsen Marketing looks to SDSU first for graduating students with marketing degrees with the additional bonus of exposure to agriculture. From our perspective as an integrated agency, a very strong addition to your program would be a Public Relations degree. There are responsibilities in PR that are not covered by either journalism or marketing that are essential to in-house communication departments and integrated agencies like us. Education in crisis management, media training, corporate social media, event management, internal communications, story development, etc. will fill a much-needed skill set in our industry. It is our sincere hope that SDSU adds this important degree."

Sara Steever
President, Paulsen Marketing, Sioux Falls

"Every day I become more convinced that you can build an amazing company right here in South Dakota. Lemonly just turned three years old and has grown from two to 15 in that short time, much to the talent pool and skill set of SDSU alumni. We have six Jackrabbits on our team and they all bring the necessary skills and work ethic that make any company thrive. As workplaces become more digital and internationally connected, the need for high-level understanding of communications and public relations is crucial."

⁷ Ries, A. & Ries, L. (2004). *The Rise of PR*. Harper Business. New York, NY.

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John T. Meyer
CEO and co-founder, Lemonly, Sioux Falls

“Having worked in state government for nearly eight years, all within the field of communications and marketing, I have seen, first-hand, the need for public relations skills. My team at the Department of Tourism utilizes public relations skills on a daily basis, whether working with the media or with our industry partners, and adding this degree option at SDSU would deepen the talent pool of people we’re looking for when hiring both interns and full-time employees.”

Wanda Goodman
Deputy Secretary, Media & Industry Relations Manager, South Dakota Department of Tourism, Pierre

2. What is the relationship of the proposed program to the University’s mission as provided in South Dakota statute and Board of Regents Policy?

The statutory mission statement for South Dakota State University is provided in SDCL 13-58-1: *Designated as South Dakota’s land-grant university, South Dakota State University, formerly the state college of agriculture and mechanical arts, shall be under the control of the Board of Regents and shall provide undergraduate and graduate programs of instruction in the liberal arts and science and professional education in agriculture, education, engineering, home economics, nursing and pharmacy, and other course or programs as the Board of Regents may determine.*

Board Policy 1:10:2 South Dakota State University Mission Statement authorizes associate, baccalaureate, first professional and graduate degrees. SDSU may offer *“Baccalaureate programs in the agricultural sciences, aviation, education, engineering and technology, human sciences, humanities and liberal arts, nursing, performing and visual arts, pharmaceutical sciences, physical and biological sciences, and social sciences.”*

A major in Public Relations supports the Board of Regents Policy 1:21 System Strategic Goals:

2. Academic Quality & Performance

- A. Review academic degree programs for quality, responsiveness, and productivity*
- B. Promote high standards for student learning, quality instruction, and research.*

3. Economic Development & Quality of Life

- C. Contribute to economic development through technology transfer & incubation of new commercial ventures.*

SDSU has offered a degree in journalism since the 1930s, and an advertising major was added in 2011. A public relations major will expand and enhance the career options available to students. Communication is the basic skill for all public relations. Well-planned, effectively handled communications are essential to the success and existence of organizations in today’s changing world. Current public relations practice places heavy emphasis on research-based campaigns and assessment of campaign effectiveness. Students graduating with the public relations major will have to meet higher educational standards to acquire these skills.

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Public relations takes many forms in organizations, including public information, investor relations, public affairs, corporate communications, employee relations, marketing or product publicity and consumer service or customer relations. By proving the communications to attract private investors, appeal to developers and stimulate the economy, public relations forms a bridge between economic development agencies and the companies they wish to attract. Public Relations practitioners work with economic development agencies by leveraging services such as lead development, event marketing, social media, and direct marketing.

While there is no separate accreditation for public relations degrees, Accrediting Council on the Education in Journalism and Mass Communication (ACEJMC) does review public relations programs. The quality of the program is a factor in whether or not a university receives reaccreditation. Accredited programs list public relations as one of their majors. The South Dakota State University Department of Journalism and Mass Communication has been continuously accredited since 1948, most recently in 2012.

3. Are there any related programs in the regental system? If there are related programs, why should the proposed program be added? If there are no related programs within the system, enter “None.”

No other universities in the regental system offer a degree in public relations. The University of South Dakota does offer a Media and Journalism major – Strategic Communications Specialization that combines Advertising, Public Relations and Digital Media. Black Hills State University offers an emphasis in public relations under the Mass Communication major and a Corporate Communication major.

The public relations degree provides training in one of the fastest growing areas of all communications fields. According to the U.S. Department of Labor’s Bureau of Labor Statistics, the job outlook for PR specialists is expected to grow 21% through 2020—faster than average for all occupations.⁸

Adding this major brings South Dakota into alignment with the national trend. According to the most recent Journalism and Mass Communication Annual Enrollment Survey, approximately one-quarter of all students are enrolled in and graduate in Public Relations. It is second only to the Journalism major and almost twice the number enrolled in the advertising major. This holds true over the last five annual national surveys conducted by the Grady College at the University of Georgia.⁹

Public relations as a stand-alone degree is specialized to meet the high demands of the job of a public relations practitioner. Practitioners create, analyze, execute, and evaluate communication strategies that can be applied in many industries and organizations, such as government, health care, public policy, small businesses, and the military.

⁸ <http://www.bls.gov/opub/ooq/2012/spring/art02.pdf#page=2>

⁹ http://www.grady.uga.edu/annualsurveys/Enrollment_Survey/Enrollment_2012/Enroll12Merged.pdf#page=12

(Table 12)

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4. Are there related programs at public colleges and universities in Minnesota, North Dakota, Montana, and Wyoming?¹⁰ If there are related programs in these states list below under each state and explain why the proposed program is needed in South Dakota. If there are no related programs in a state, enter “None” for that state.

Minnesota
University of Minnesota, Twin Cities – B.A/B.S.in Strategic Communication, Public Relations Concentration
Saint Cloud State University – B.S. in Public Relations
Winona State University – B.A. in Public Relations
North Dakota
North Dakota State University – B.S. in Public Relations and Advertising
University of North Dakota– B.A. in Communication – Public Relations Emphasis
Montana (none)
Wyoming (none)

Although offered in the locations above, the program is needed in South Dakota to meet the increasing regional demand for graduates with a Public Relations degree.

5. Are students expected to be new to the university or redirected from other programs? How many majors are expected in the first years of the program? How many graduates are expected?

Approximately 40 percent of current SDSU Advertising majors are completing courses recommended within the Public Relations emphasis. The Journalism and Mass Communication department anticipates that many of those students will be redirected to the proposed Public Relations major. The table below shows Advertising graduates for the last five years and the numbers of students who completed coursework in Public Relations.

Fiscal Year	Advertising Graduates	40% PR
2014	25	10
2013	24	10
2012	27	11
2011	24	10
2010	27	11
<i>5 year total</i>	<i>127</i>	<i>52</i>
Projected Average of PR Majors Per Year		10

¹⁰ This question addresses opportunities available through Minnesota Reciprocity and the Western Undergraduate Exchange in adjacent states. List only programs at the same degree level as the proposed program. For example, if the proposed program is a baccalaureate major, then list only related baccalaureate majors in the other states and do not include associate or graduate programs.

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The University also anticipates that 5 to 10 students new to the university will enroll each year in the major due to the projected rapid growth of the field and resulting demand for public relations practitioners.

6. Does the university intend to seek authorization to deliver this entire program at any off-campus locations? If yes, enter location(s) and intended start date(s). Does the university intend to seek authorization to deliver this entire program by distance technology? If yes, identify delivery method(s) and intended start date(s).

Off-campus	Yes, UC-Sioux Falls
Distance delivery	No

The department now offers the journalism major at UC-Sioux Falls. Consequently, the five core courses required in the first two years for all of the majors are available either at UCSF or online. The additional public relations coursework will be phased in as student need for the courses arises.

7. What are the University's plans for obtaining the resources needed to implement the program? Indicate "yes" or "no" in the columns below.

	Development/Start-up	Long-term Operation
Reallocate existing resources*	Yes	Yes
Apply for external resources	No	No
Ask Board to seek new State resources	No	No
Ask Board to approve new or increased student fee	No	No

The department has received \$5,000 from the Office of Academic Affairs in FY 15 to develop and propose the Public Relations major.

8. Curriculum Example: Provide (as Appendix A) the curriculum of a similar program at another college or university. The Appendix should provide the required and elective courses in the program. Catalog pages or web materials may be used. Identify the college or university and explain why the program may be used as one model when the proposed program is developed.

The Pennsylvania State University Public Relations major was selected as a model because it was recently developed following an extensive and intensive review of current degree programs and consultation with media professionals.

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Appendix A: Curriculum Example

Pennsylvania State University

Additional information regarding the Bachelor of Arts in Public Relations program at Pennsylvania State University may be found at:

<http://comm.psu.edu/departments/department-of-advertising-public-relations>

<http://bulletins.psu.edu/undergrad/campuses/details/23/AD%20PR>

Bachelor of Arts in Public Relations

This major is designed to provide a balance of theory, research, and practice. The course sequence provides professional skills courses in conjunction with applied theory and critical evaluative courses. Students develop an understanding of the role and effect of advertising and public relations within the business, social, and political arenas. Students develop abilities and skills that prepare them for a wide range of professional opportunities that include: media planning and relations, research, client services. Analytical abilities are equally stressed throughout the curriculum. Critical thinking skills, creative problem-solving, and the need to justify decisions are developed. Theory and practice from a wide range of disciplines including business, behavioral sciences, and applied statistics are used to equip the students to make informed decisions in a dynamic environment.

The public relations curriculum prepares students for the challenges of public relations practice in a highly competitive, technological, multicultural, and global environment. In their course of study, students study the role and function of public relations in building cooperative mutually beneficial relations between organizations and their constituent publics through understanding, credibility, and trust.

Students complete a core set of courses that includes news writing, introduction to public relations, public relations methods, mass communication research, and public relations problems (campaigns).

Because of the critical importance of journalistic writing skills and an understanding of news media ethics, public relations majors are encouraged to take additional journalism courses to fulfill their communication electives.

Advertising and public relations students are encouraged to choose a minor from outside the College of Communications. The majority of majors select minors in business, English, sociology, psychology, political science, information systems and statistical analysis, foreign language, and speech communication.

Degree Requirements:

Minimum 120 Credits with 35 credits in major

<p>General Education – 45 Credits</p>
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<p>(10 of these 45 credits are included in the REQUIREMENTS FOR THE MAJOR)</p>
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<p>First Year Seminar</p>

<p>(Included in ELECTIVES or GENERAL EDUCATION course selection)</p>
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United States Cultures and International Cultures (Included in ELECTIVES or GENERAL EDUCATION course selection)	
Writing Across the Curriculum (Included in REQUIREMENTS FOR THE MAJOR)	
Electives – 26 Credits	
College of Communications Bachelor of Arts Degree Requirements – 24 Credits (3 of these 24 credits are included in the REQUIREMENTS FOR THE MAJOR, GENERAL EDUCATION, or ELECTIVES and 0-12 credits are included in ELECTIVES if foreign language proficiency is demonstrated by examination.) (See description of Bachelor of Arts Degree Requirements in this bulletin.)	
Common Core Requirements – 14 Credits	
COMM 160 – Basic Newswriting Skills	1 Credit
ECON 102 – Introductory Microeconomic Analysis and Policy	3 Credits
PSYCH 100 – Introductory Psychology	3 Credits
STAT 200 – Elementary Statistics	4 Credits
Additional COMM Course	3 Credits
Major Requirements – 15 Credits:	
COMM 260W – News Writing and Reporting	3 Credits
COMM 370 – Public Relations	3 Credits
COMM 420 – Research Methods in Advertising and Public Relations	3 Credits
COMM 471 – Public Relations Media and Methods	3 Credits
COMM 473 – Public Relations Campaigns	3 Credits
Elective – Select 6 Credits from:	
COMM 320 – Introduction to Advertising	3 Credits
COMM 373 – Crisis Communications in Public Relations	3 Credits
COMM 401 – Mass Media in History	3 Credits
COMM 403 – Law of Mass Communications	3 Credits
COMM 409 – News Media Ethics	3 Credits
COMM 410 – International Mass Communications	3 Credits
COMM 417 – Ethics and Regulation in Advertising and Public Relations	3 Credits
COMM 418 – Media Effects	3 Credits
COMM 426 – International and Intercultural Strategic Communication	3 Credits
COMM 427 – Client/Agency Relations	3 Credits
COMM 462 – Feature Writing	3 Credits
COMM 464W – Editorial, Opinion and Commentary Writing	3 Credits
COMM 468 – Graphic Applications in Print Communications	3 Credits
COMM 496 – Independent Studies	1-18 Credits
COMM 499 – Foreign Study--Mass Communications	1-12 Credits

A student enrolled in this major must receive a grade of C or better