



December 6, 2006

Lambda Pi Eta
The College of New Jersey
Kendal Hall
2000 Pennington Road
Ewing, NJ 08628

Dear Lambda Pi Eta Executive Board:

Thank you for choosing SHERPA PR, your guide to success. Like the Sherpa who guided Sir Edmund Hillary to the top of Mount Everest, we will guide the Alpha Xi chapter to the highest peak of recognition. The members of SHERPA PR are both excited and passionate about Lambda Pi Eta (LPE), and we are certain that we have the tools to fulfill and exceed your organization's expectations. SHERPA PR values communication, commitment and change. At SHERPA PR, our focus is long term. At the end of the day, it is our network, passion and reputation that set us apart.

As a national Communication Studies honor organization, LPE is already respected and renowned. Our formative research has proven that 89 percent of the Communication Studies majors at The College of New Jersey know and want to be part of LPE. While this percentage is remarkably high, we also found that students and faculty rarely participate in LPE events. Your organization has also shown interest in the revival of the Communication Studies Club, which allow Communication Studies students to easily transition into LPE membership. Fortunately, our formative research shows that about 90 percent of Communication Studies students would like to join a Communication Studies Club. By implementing better communication techniques among the members of LPE, the Communication Studies major, and the Communication Studies Department faculty, we guarantee that LPE is not only going to be a useful resource to the students, but also its reputation is going to become stronger and more respected.

As our client, you will receive this free public relations plan, which will allow your organization to gain a better understanding of your audiences' needs. The plan outlines strategies you can implement in order to achieve your goals.

Please read your organization's specifically designed plan. Once again, thank you for this opportunity. *Your* satisfaction is *our* priority.



Sincerely,

Rowena Briones

Danielle Catona

Greg Howe

Brian Keefe

Eliana Reyes

Team SHERPA

Meet the team members of SHERPA PR



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Goals

SHERPA PR has proudly embarked on a mission of guiding LPE to success. In mapping out the route, Team SHERPA analyzed LPE and target audiences' needs and formed the following four objectives:

- Increase perceived respectability of the Communication Studies Department by 20 percent within one year.
- Increase the effective dissemination of information about LPE to its target audiences by 25 percent within one year.
- Increase participation in LPE meetings and sponsored events by 25 percent within one year.
- Increase participation of Communication Studies faculty by 10 percent within one year.

First and foremost, the Communication Studies Department needs to garner a higher level of respect from the campus community. Pride in Communication Studies is essential for the participation of students. LPE's next challenge is to increase the effective dissemination of information about LPE to its target audiences. In order to inform LPE's audiences your organization needs to know how best to do so. Once the key audiences are informed, having those audiences act on that knowledge is the next step. To fully reach success, LPE needs to increase student and professor participation in LPE events. These events are the hallmark of LPE. They will allow current Communication Studies majors to take advantage of the best their major has to offer. As communication professionals, professors need to be involved as well. This final two-pronged goal, when met, will mark the beginning of a long stay at the pinnacle of success from which LPE will emanate pride – inspiring and educating communication majors for years to come.

Client History

Dr. Stephen A. Smith and the students of the Department of Communication at the University of Arkansas founded LPE in 1985. Three years later, LPE became a part of the National Communication Association, and in July 1995 NCA selected LPE as the official Communication Studies honor society. In February 1996, LPE was inducted into the Association of College Honor Societies, and since its membership has installed over 400 active chapters at four-year colleges and universities worldwide.

The College of New Jersey established the Alpha Xi chapter of LPE in 1993. The membership of LPE consists of TCNJ undergraduate students who have declared an interest in the Communication Studies field and have achieved high academic excellence.

To be eligible for membership, students must have completed 60 semester hours (90 quarter hours) in undergraduate credit courses; have a cumulative grade point average of at least 3.0; have completed the equivalent of 12 semester hours (18 quarter hours) in courses in Communication Studies; have a grade point average of at least 3.25 in these courses; be in the upper 35 percent of their graduating class; and be currently enrolled as a full-time student in good standing with their institution(s).

The name Lambda Pi Eta represents the Greek letters L (Lambda), P (Pi), and H (Eta), symbolizing what philosopher Aristotle described in his book *Rhetoric* as the three modes of persuasion: Logos, Pathos, and Ethos. The first mode of persuasion, Logos, means logic. For all LPE members, logic plays a major role in all aspects of scholarship and problem solving. The second mode of persuasion is Pathos, or emotional appeal. For LPE, Pathos encompasses the driving force that makes the organization vital and effective. Finally, the last mode of persuasion, Ethos, refers to character credibility and ethics. Aristotle saw character credibility as a primary means of affecting change in society and in



one's life. LPE members are expected to be prime examples of credible, moral sources.

According to LPE's constitution, the purposes of the Honor Society are to recognize, foster, and reward outstanding scholastic achievement; to stimulate interest in the Communication Studies field; to provide an opportunity to discuss and exchange ideas in the Communication Studies field; to promote and encourage professional development among Communication Studies majors; to establish and maintain close relationships and mutual understanding between faculty and students; and to explore options for further graduate education.

Problem and How PR Can Solve It

The best way to describe the challenges that face LPE was stated succinctly by LPE President Tom Hipper, “It is a definite work in progress.” Team SHERPA has discovered via formative research that includes student and faculty surveys, LPE event observation and an interview with LPE President Tom Hipper that LPE is indeed a work in progress, but the finished result could be something absolutely incredible. The survey results yielded two main problems facing your organization, a lack of participation in LPE events and an overall lack of confidence in the Communication Studies major in general. We discovered that only 22 percent of Communication Studies students felt that the Communication Studies Department was respected and 59 percent had never attended an LPE event.

Many other smaller issues came to light through formative research including a lack of prestige for both LPE and the Communication Studies Department, a lack of motivation in LPE members and not using faculty to their highest potential. Team SHERPA found that only 27 percent of students felt very satisfied or satisfied with LPE’s current programming. LPE must retool its programming and reinstall a sense of pride in its events. Surveying the Communication Studies faculty we found that 100 percent felt that their expertise could be utilized by LPE and the same percentage would be willing to announce LPE events in class. The faculty wishes to promote and personally attend LPE events yet they are an untapped resource. These problems plague LPE and the Communication Studies Department but they can be remedied using PR.

Team SHERPA proposes a four objective approach to these problems using a varied arsenal of PR techniques. We identified that current LPE members, Communication Studies faculty and Communication Studies students are the key audiences that must be reached. Surveying Communication Studies students we found that the most effective channels to utilize were the TCNJ e-

mail accounts, the TCNJ Web site (www.tcnj.edu) and Facebook (www.facebook.com). We suggested special events, partnerships with other organizations and written materials that will benefit LPE and the Communication Studies Department. Our public relations plan is devoted to new ideas that will help LPE promote itself and the entire Communication Studies Department for both the short and long terms.

Formative Research

To learn more about LPE and its target audiences, SHERPA PR used client interviews, direct observation of events and meetings, and online/written surveys. To fully understand LPE's goals, we met with Tom Hipper, 2006 president. The interview provided background information pertaining to LPE's current purpose and its future expectations.

Tom described current programming including Communication Studies Night, Meet the Professors, Graduate School Night, and Career Night. He stressed how LPE wants to reach out to freshmen and sophomores via the revival of the Communication Studies Club. He explained how this club would serve as a transition into LPE and increase awareness and participation. Tom was determined to design and implement a suggested communication course schedule for each semester. He was also very responsive to adding new programming and co-sponsoring events with other organizations. The result being to increase LPE's and the Communication Studies Department's reputation, as well as Communication Studies student involvement in LPE sponsored events. To see the full interview transcription turn to Appendix B.

When we observed meetings and events, we noticed a casual environment. Meetings take place in the upstairs lobby of Kendall Hall where there are not enough seats for each member. The meetings are generally 15 minutes long and lack real substance. Attendance at meetings is fair, but could be better. Event turnout suffers from short or lack of notice to professors and students. To see the full observation journal turn to Appendix C.

Student and professor surveys were developed after reviewing the interview transcription and observation journal. There were three purposes of the student survey. First, these surveys were designed to examine how Communication Studies students felt others viewed the department. Second, the student surveys measured the level of student awareness of LPE and its programming, as well as student attendance at LPE sponsored events. Third,

these surveys gauged interest in revival of the Communication Studies Club, creation of a sample communication course schedule, and additional LPE programming. To see the complete student survey instrument turn to Appendix D. The Communication Studies faculty survey was designed to determine what factor(s) would increase faculty participation at LPE sponsored events. To see the complete faculty survey instrument turn to Appendix E.

The following results provide detailed information regarding students' feelings and opinions of LPE and the Communication Studies Department.

- Only 22 percent felt the Communication Studies Department is very respected or respected around campus;
- 67 percent felt very satisfied or satisfied with the Communication Studies faculty;
- 85 percent felt a planner that specifically tells Communication Studies majors what communication courses to take each semester would be either very helpful or helpful;
- 59 percent were very interested or interested in joining a Communication Studies Club;
- 89 percent have heard of LPE;
 - Of those 89 percent only 3 percent heard of the organization through its Web site;
- 35 percent felt a Communication Studies degree will lead to a related profession;
- 59 percent have never attended events sponsored by LPE;
- Only 27 percent were very satisfied or satisfied with LPE's current programming;
- 32 percent would be interested in an internship night;
- 28 percent would be interested in résumé/interview workshops;
- 19 percent would be interested in alumni mentors; and
- 19 percent would be interested in speakers at meetings.

The following results provide detailed information regarding the faculty's feelings and opinions of LPE and the Communication Studies Department.

- 40 percent felt high student turnout would very likely or likely increase the likelihood of their attendance at LPE events;
- 60 percent felt special guests would very likely or likely increase the likelihood of their attendance at LPE events;
- 50 percent felt ample notice would very likely or likely increase the likelihood of their attendance at LPE events;
- 100 percent felt their expertise could be used as a resource to LPE; and
- 100 percent would be interested in announcing LPE events in class.

The following results are regarding the most effective channels to use when trying to deliver messages to students.

- Breakdown of Internet usage often or very often:
 - TCNJ Web site - 49 percent;
 - TCNJ e-mail account - 75 percent; and
 - Facebook - 59 percent.

Of the 167 student surveys, the demographics are as follows:

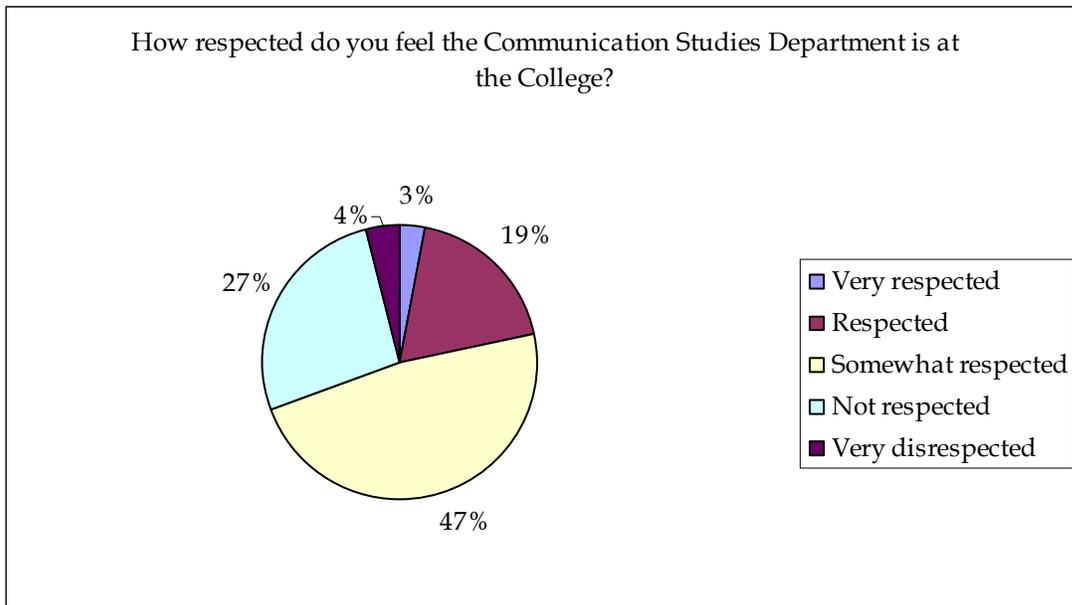
- Breakdown of the student participants by sex:
 - Males - 31 percent; and
 - Females - 69 percent.
- Breakdown of the student participants by academic year:
 - Freshmen - 10 percent;
 - Sophomores - 25 percent;
 - Juniors - 35 percent; and
 - Seniors - 30 percent.

- Breakdown of the student participants by track:
 - Corporate/Organizational - 13 percent;
 - Public and Mass - 56 percent;
 - Radio, TV, and Film - 27 percent; and
 - Undecided - 4 percent.

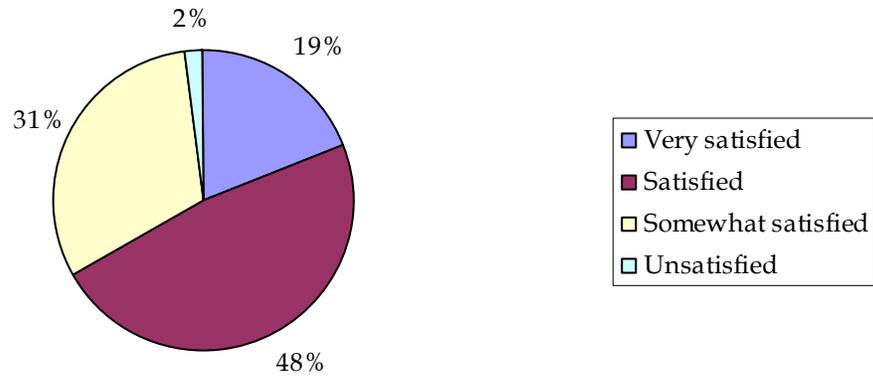
Of the 10 faculty surveys, the demographics are as follows:

- Breakdown of the faculty participants by sex:
 - Males - 60 percent; and
 - Females - 40 percent.
- Breakdown of the faculty participants by years teaching at the College:
 - 1 to 5 years - 30 percent;
 - 6 to 10 years - 10 percent;
 - 11 to 15 years - 10 percent; and
 - 16 years or more - 50 percent.

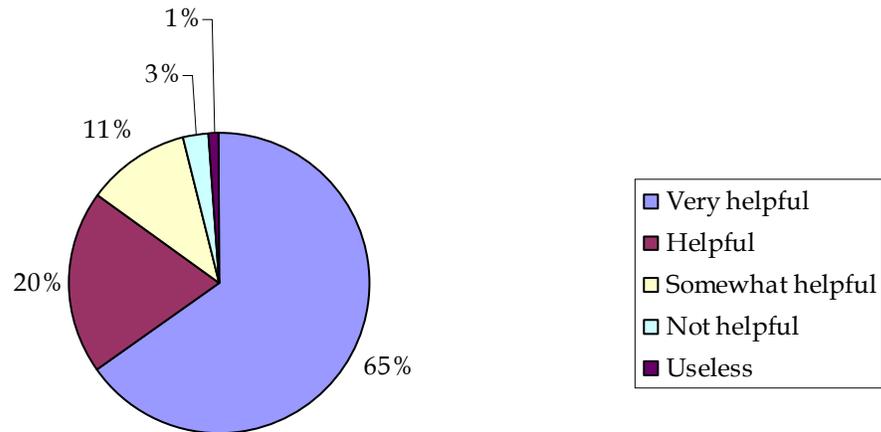
The following are graphical representations of the students' feelings and opinions of LPE and the Communication Studies Department.



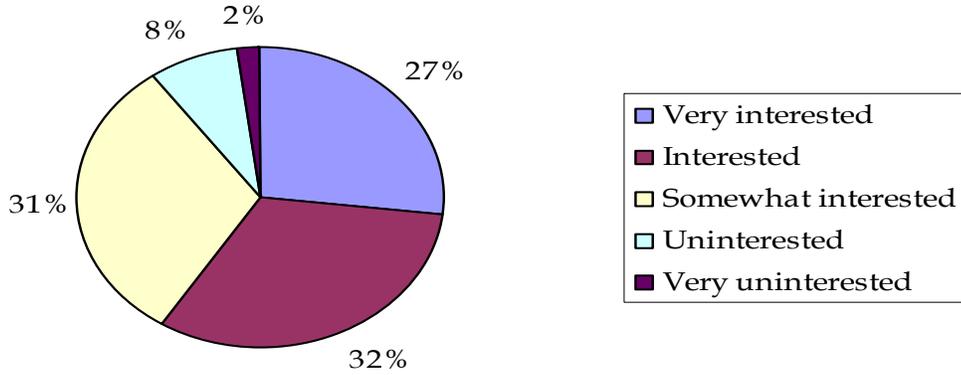
How satisfied are you with the Communication Studies faculty at the College?



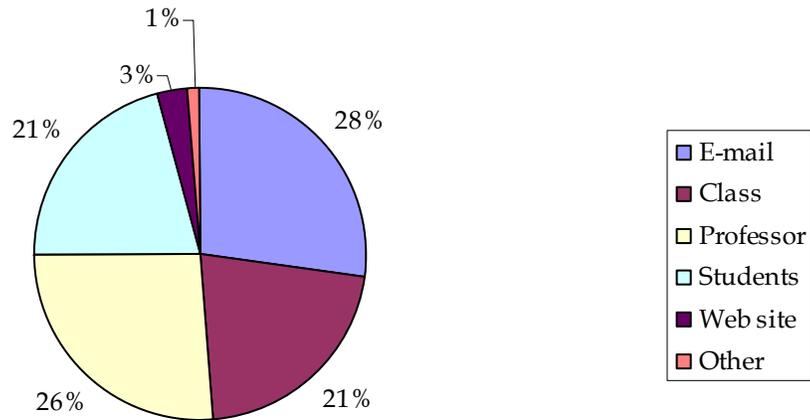
How helpful would a plan that specifically tells you which communication courses to take each semester be?

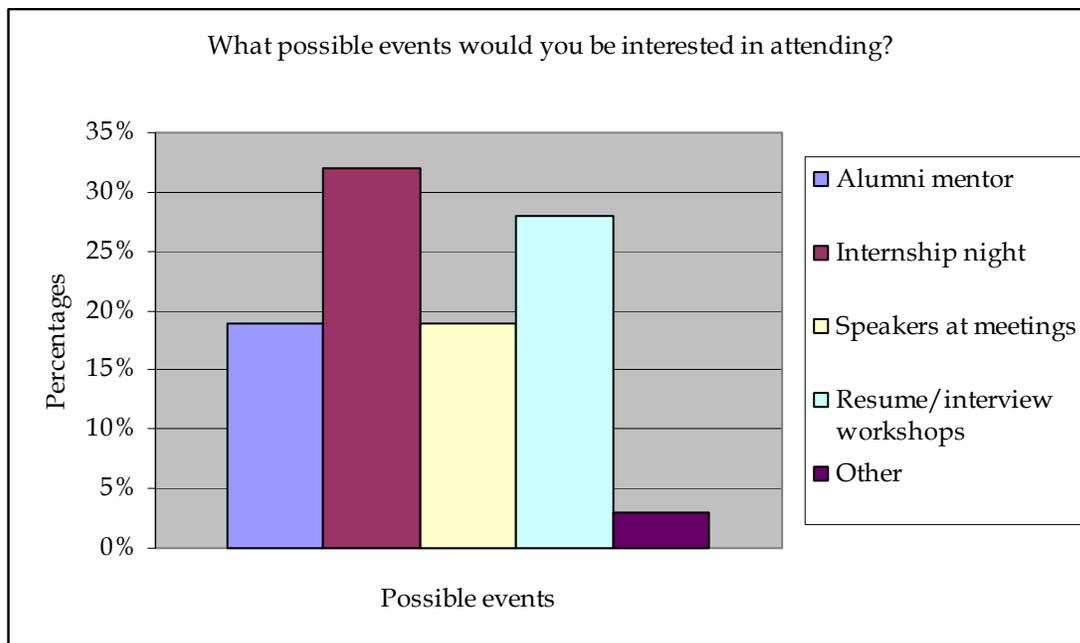
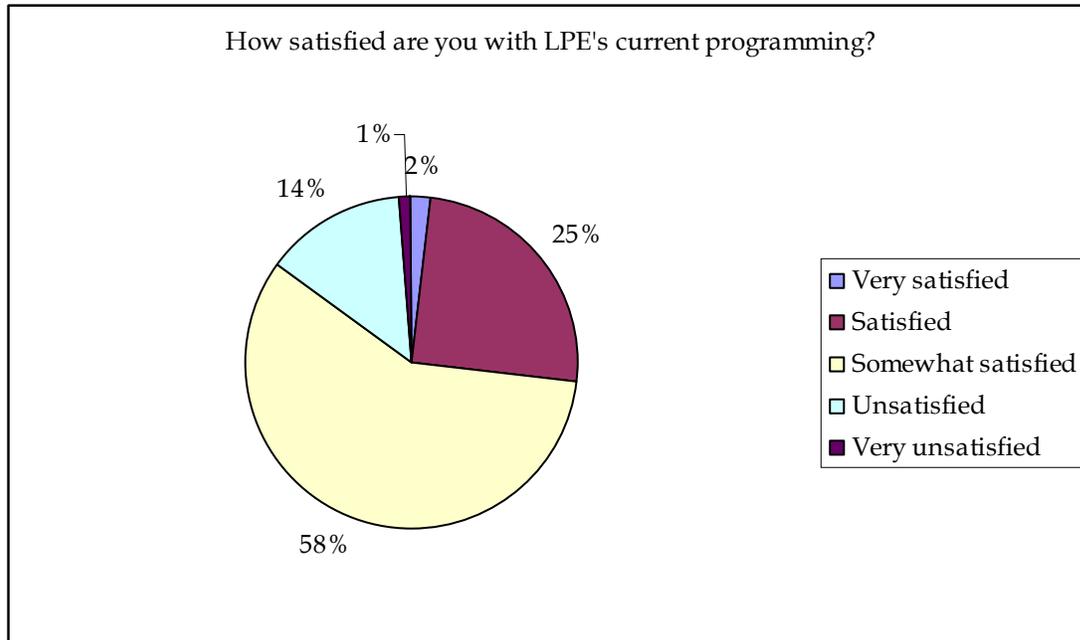


How interested would you be in joining a Communication Studies club?

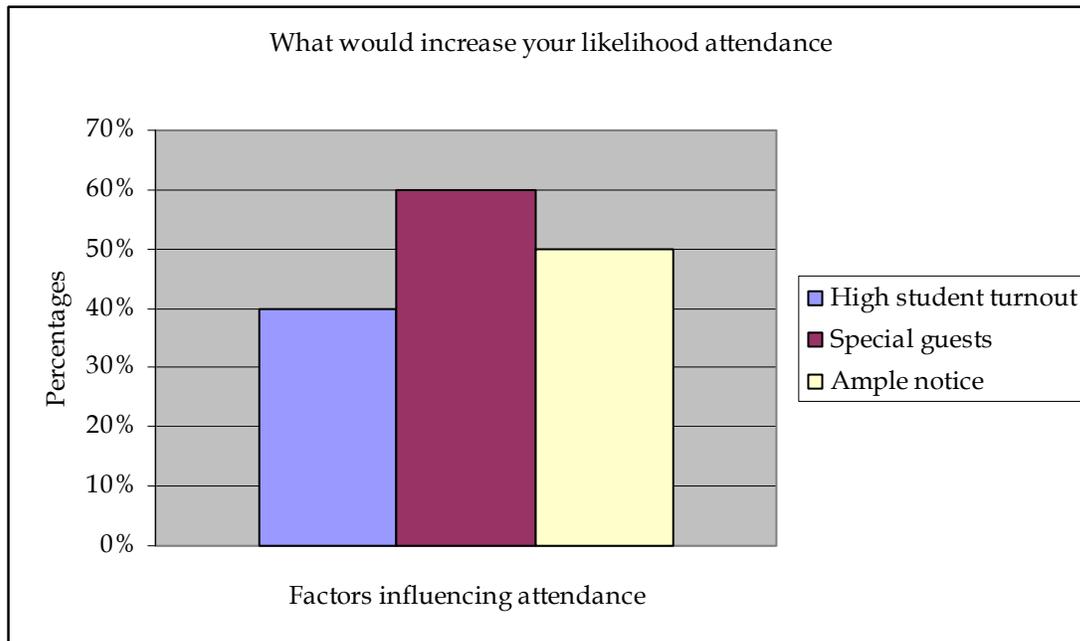


How did you hear about LPE?

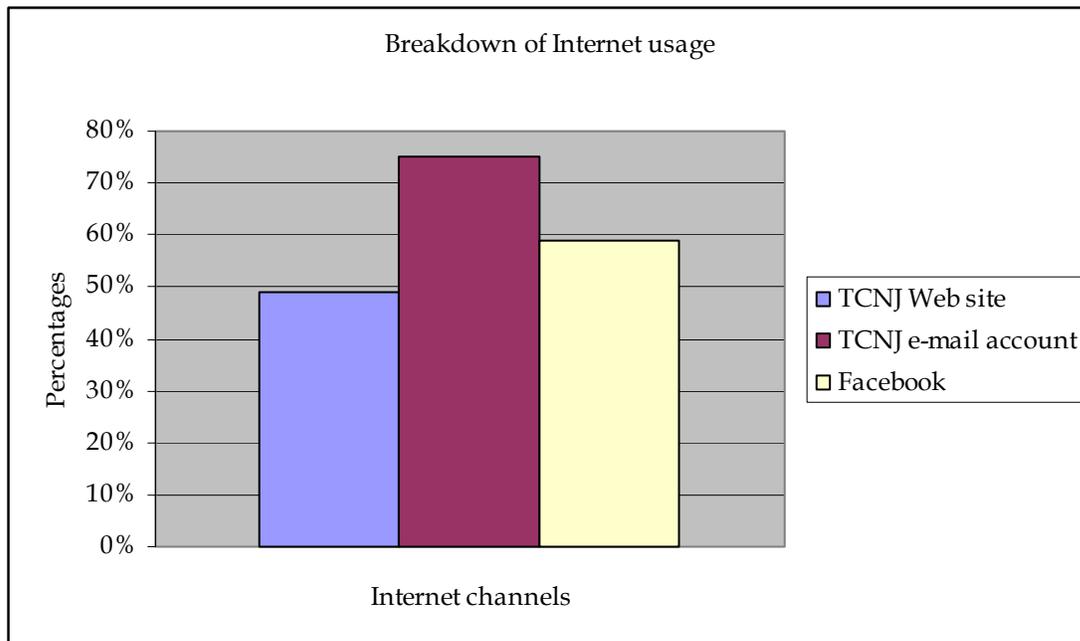




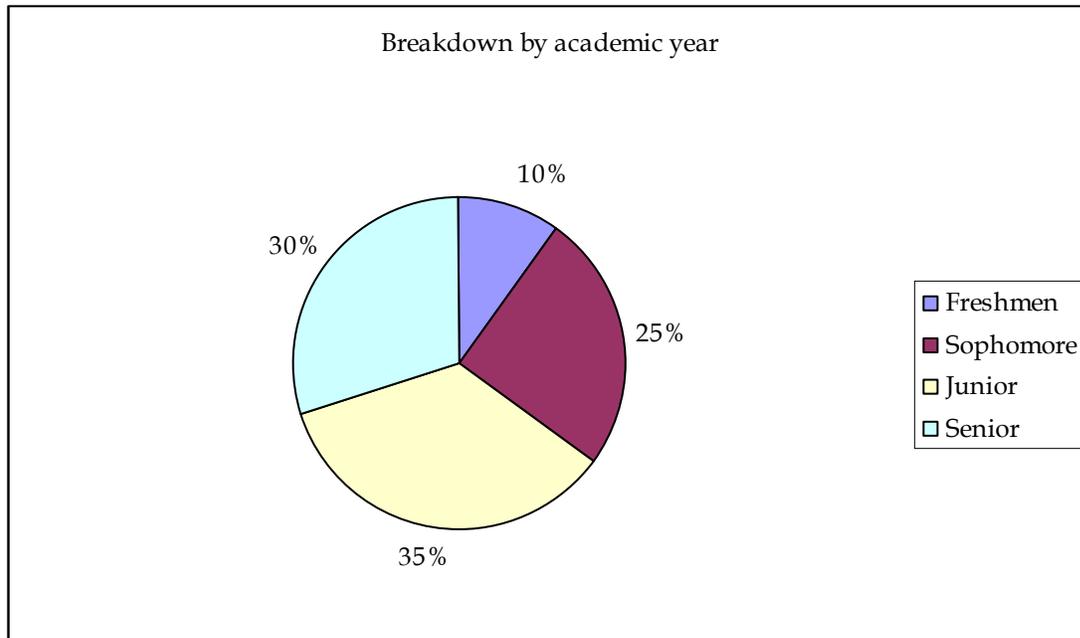
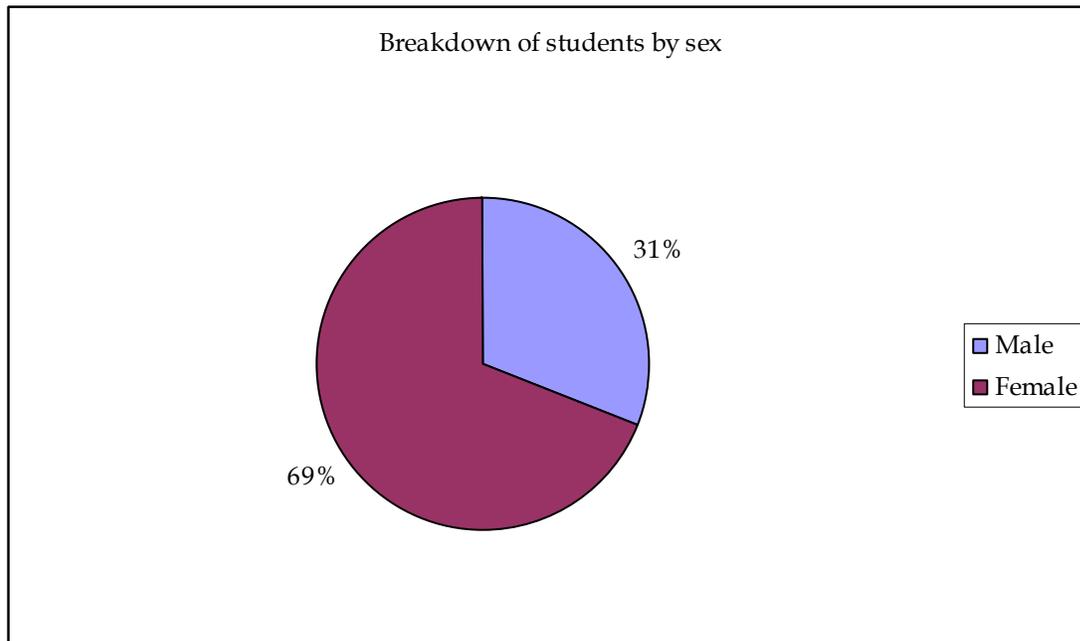
The following is a graphical representation of the faculty's feelings and opinions of LPE and the Communication Studies Department.

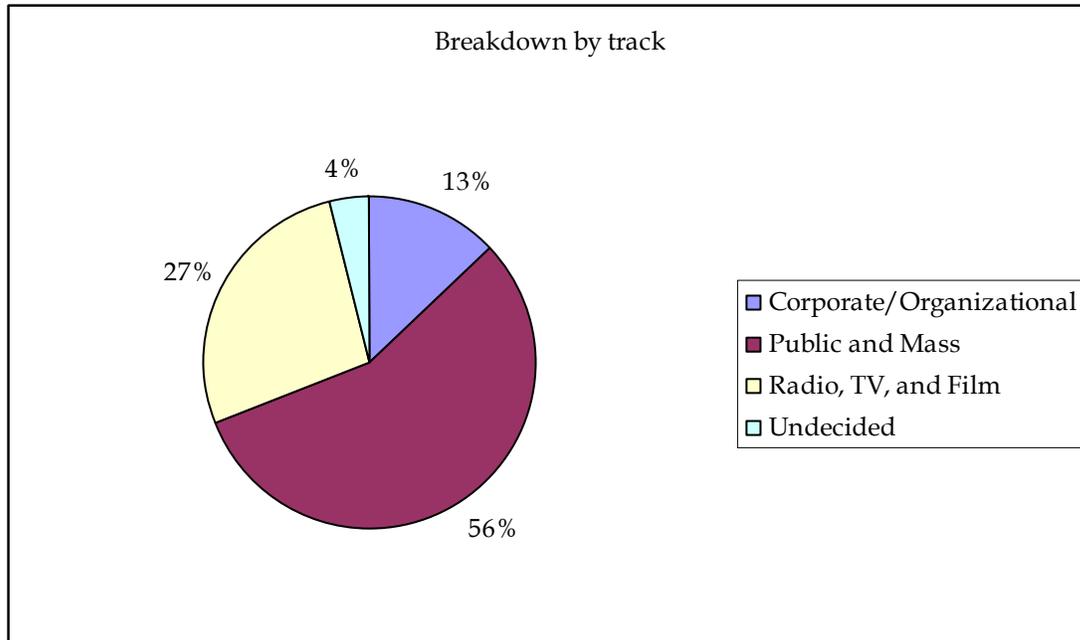


The following is a graphical representation of the most effective channels to use when trying to deliver messages to students.

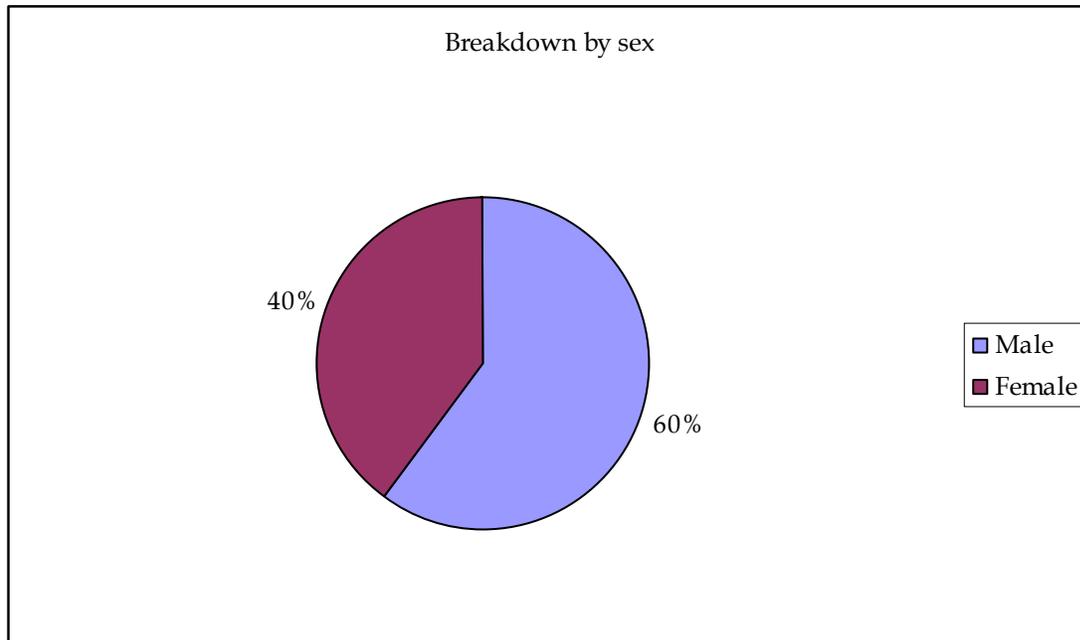


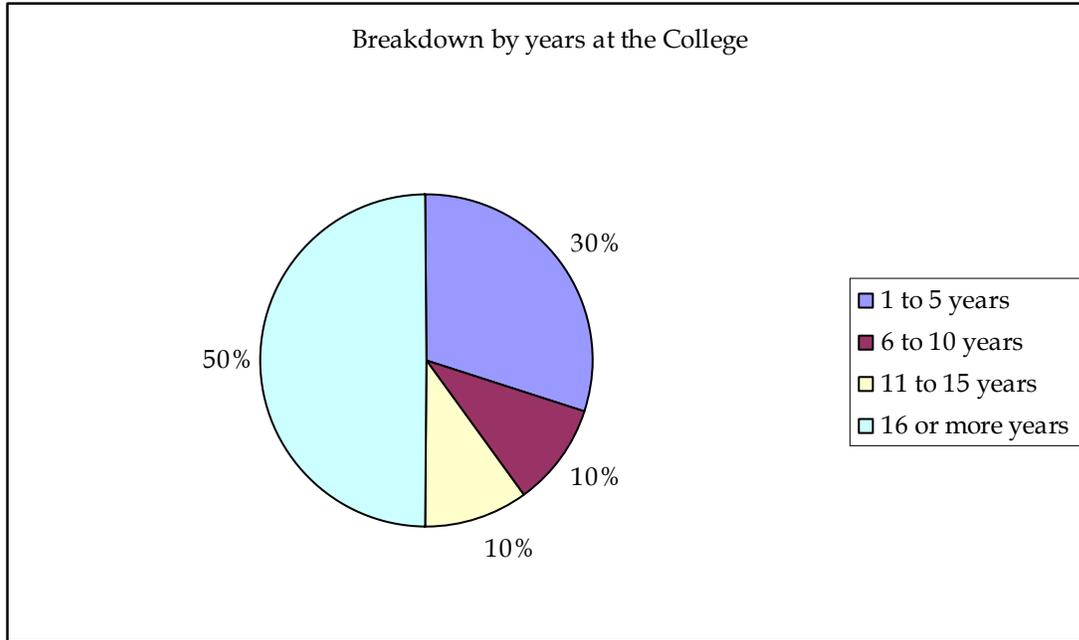
The following are graphical representations of the student participants' demographics.





The following are graphical representations of the faculty participants' demographics.





Audience Segmentation

Internal Audiences

1. Current LPE Members

- Have them increase awareness and participation in LPE events among fellow members, Communication Studies majors and external audiences.
- Encourage them to attend meetings and events more regularly.
- A few LPE members will be relied on to head the E-Board of the Communication Studies Club.

2. Communication Studies Students

- Potential members of LPE/Communication Studies Club.
- LPE will provide a Communication Studies course schedule to show ideal courses for each semester in the major.

3. Communication Studies Faculty

- They are the opinion leaders in regards to Communication Studies majors.
- Have them encourage students to attend LPE events and participate in LPE and the Communication Studies Club.
- Can provide expertise to students via guest lectures and workshops.

4. Parents of Communication Studies Students

- They hold influence over their children.
- They encourage their children to attend LPE and Communication Studies events.

External Audiences

1. Alumni

- Could provide mentoring services to Communication Studies students.
- Alumni relations position on the LPE E-Board.
- Called upon to be guest speakers at general meetings.

2. TCNJ Clubs, Organizations and other Departments

- Co-sponsoring events with these groups could boost awareness and attendance.

- These groups and organizations are important on campus; they would provide new audiences at events.

3. Communication Professionals in the area

- Could speak at LPE meetings, events or at workshops.
- Coordinate with Career Services to find these professionals and plan their speaking times.

4. TCNJ Media

- *The Signal* newspaper regularly posts a calendar of events and publishes articles detailing upcoming events.
- WTSR radio station airs an upcoming events section and DJs discuss events on-air.

5. Students in other majors

- Most not aware of LPE/Communication Studies Club events, an untapped audience.
- Friends of Communication Studies majors can be used to inform others of events.

Channel and Media Selection

SHERPA PR will utilize three vital channels to connect LPE with Communication Studies students through key messages. These channels include TCNJ e-mail accounts, the TCNJ Web site and Facebook. Our research shows that more than 75 percent of TCNJ students are best informed about events through e-mail. By having weekly e-mails sent to the students by both Dr. Ryan and the president of LPE, titled “From the President’s Desk,” LPE will reach all Communication Studies students.

Facebook is one of the most popular methods of connecting to and communicating with the campus community. More than half of Communication Studies students learn about events through Facebook. SHERPA PR believes that LPE should create a Facebook group. This action will give LPE the opportunity to inform the campus community about LPE and its events.

Co-sponsored events, Communication Studies students’ achievements and campus wide LPE events should be featured on the TCNJ Web site’s main page. This channel is utilized by half of all surveyed students. Also featured on the TCNJ server is the Alpha Xi chapter’s official Web site. Shockingly, only 3 percent of those students surveyed have utilized this Web site.

The LPE Web site could be a great way to promote LPE events and involvement. LPE can more effectively utilize the TCNJ Web server by providing a direct link to a revised LPE Web site from the www.TCNJLPE.org domain name. The Web site will inform students about upcoming events, provide a copy of the “From the President’s Desk” message, meeting agendas, contact information, membership information, Communication Studies Department achievements, an alumni section and an LPE Alpha Xi chapter history.



Audience	Message	Channel
Current LPE Members	LPE: Linking Passions to create Excellence	E-mail, Web site, Facebook
Communication Students	LPE: the confidence you need.	E-mail, Web site, Facebook
Communication Studies Faculty	LPE: furthering education through expertise	E-mail, Face to face (FTF)
Alumni/ All Communication Professionals	Giving back by coming back/ Providing the future with the tools to succeed	Direct mail, telephone, e-mail
TCNJ Clubs and Organizations	LPE: Embracing opportunities for the future.	E-mail, Facebook, <i>The Signal</i>
Non- Communication Studies students	Communication Studies: Linking you to society	Facebook, Web site, FTF

Plan Outline

Objective 1- Increase perceived respectability of the Communication Studies Department by 20 percent within one year.

- Strategy 1.1 - Increase awareness of Communication Studies students' achievements and work campus-wide.
 - Tactic 1.1.1 - Screen productions made by students at campus film and TV festival.
 - Distribute fliers with information about the event as well as students that will be screening their work.
 - Post event on This Week at TCNJ and Calendar of Events.
 - Send out campus wide e-mail about event one month before event and again one week before event.
 - Create Facebook event and send notice to all TCNJ students.
 - Tactic 1.1.2 - Give WTSR radio station an opportunity to cover the film and TV festival.
 - WTSR could cover the event like a red-carpet movie premiere and interview students and faculty attending.
 - Student directors could come into the radio studio ahead of the event to be interviewed and to drum up interest in the event.
 - WTSR could get viewer reactions after the productions and have a wrap up show.
 - Tactic 1.1.3 - Broadcast student TV projects on The Journal television station.
 - Create a regimented schedule and e-mail it to all TCNJ students.
 - Distribute fliers with schedule and students participating in broadcast.
 - Distribute schedules with fact sheet to all student mailboxes.

- Strategy 1.2 - Increase pride within the Communication Studies Department itself.
 - Tactic 1.2.1 - Initiate a mentoring program within the department, with seniors taking freshmen in as protégés.
 - Tactic 1.2.2 - Provide a specific course schedule for incoming freshmen, giving them an organized and easy to use guide for the major.
 - Tactic 1.2.3 - Send out bi-monthly e-mail newsletter detailing achievements of Communication Studies students and alumni, include internship opportunities.
 - Include information about graduate schools and job placement after graduation.
 - Highlight special awards or honors Communication Studies students have earned.
 - Inform students about up to date internship opportunities.
 - Tactic 1.2.4 - Print newsletter with information about Communication Studies Department.
 - Provide information about internship opportunities, upcoming events, outstanding Communication Studies students and graduate school information.
 - Provide copies of the newsletter in the Communication Studies office and in Kendall classrooms.
 - Tactic 1.2.5 - Provide track specific field trips or events to show a real world application of the Communication Studies major.
 - Provide guest speakers specific to each track, with a Q&A session afterwards.
 - Advertise each event as a great networking opportunity and possibly arrange an internship program with each participating organization.

- Tactic 1.2.6 - Send out an e-mail listing those Communication Studies students who have made the Dean's List.
- Strategy 1.3- Create a Communication Studies group to enter the Business Department's Apprentice contest.
 - Tactic 1.3.1 - Communication Studies faculty from all tracks will submit students they believe best exemplify the Communication Studies Department.
 - The students will have the decision to join the group or to pass on the opportunity.
 - This group can utilize the expertise of the faculty in their push to win.
 - Tactic 1.3.2 - LPE can sponsor the group.
 - Send out e-mails updating Communication Studies students on the progress of the group.
 - Linking LPE to a winning group would bring prestige.
- Strategy 1.4 - Evaluative Research
 - Tactic 1.4.1 - Conduct a survey post-plan execution to measure the impact on the image of the Communication Studies Department.

Objective 2 - Increase the effective dissemination of information about LPE to its target audiences by 25 percent within one year.

- Strategy 2.1 – Inform target audiences about LPE through e-mail.
 - Tactic 2.1.1 – Create list serves consisting of e-mail addresses from Communication Studies students, Communication Studies faculty, Communication Studies alumni, known communication professionals and local media.
 - Send weekly memos titled: “From the President’s Desk” updating key audiences on meeting and event times and places; recent achievements within the Communication Studies Department; contact information of E Board; Web address.
- Strategy 2.2 – Revamp LPE Web site.
 - Tactic 2.2.1 – Hire Web site designer to overhaul current Web site.
 - Design Web site to be “user friendly” and attractive; have readily available: “From the President’s Desk” message, E-Board messages/agenda section, contact information, event calendar, LPE Alpha Xi chapter history, membership information, Communication Studies Department achievements, alumni section detailing their achievements, etc.
 - Tactic 2.2.2 – Purchase an easy to remember domain name along with re-direct capability.
 - An easy to remember web address, www.TCNJLPE.org, will encourage students to utilize the Web site as an important resource.
 - Tactic 2.2.3 – Create “Web master” to maintain the Web site throughout the year.

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- Find a qualified person to update the Web site on a weekly basis.
 - Compensate “Web master” monetarily or by course credit; i.e. 1 credit per semester.
 - Strategy 2.3 – Utilize the very popular social Web site www.facebook.com to dispense important messages to students and recent alumni while providing a relationship building medium.
 - Tactic 2.3.1 – Create a “Facebook Group” and invite all Communication Studies majors to join.
 - “Facebook” will allow LPE to instantly reach a majority of Communication Studies majors.
 - Strategy 2.4 - Evaluative Research
 - Tactic 2.4.1 - Conduct a survey post-plan execution to measure the most effective means of communication in regards to LPE.

Objective 3 – Increase participation in LPE meetings and sponsored events by 25 percent within one year.

- Strategy 3.1 - Provide ample notice to Communication Studies students before meetings and events take place.
 - Tactic 3.1.1 - Hold a summer retreat and winter retreat for E-board members before each semester.
 - Purpose of retreat is to plan semester events far in advance and delegate responsibilities to carry out plans.
 - Tactic 3.1.2 - Create a list serve consisting of LPE members' and Communication Studies Club students' e-mail addresses.
 - Send weekly memos titled: "From the President's Desk" frequently reminding students when meetings and events are taking place.
 - E-mails directed towards all Communication Studies students will be drafted and forwarded through Dr. Ryan, Communication Studies Department Chair.
 - Tactic 3.1.3 - Create "Membership Coordinator" E-Board position to record and keep track of new LPE and Communication Studies Club students' e-mail addresses to add to the list serve.
 - Tactic 3.1.4 - Create a semester long calendar on the LPE Web site where:
 - Students can check for scheduled events at any time.
 - E-board members can add or remove events
- Strategy 3.2 - Modify the format of meetings
 - Tactic 3.2.1 - Reserve a conference room or large classroom with Conference and Meeting Services that is appropriate to hold meetings.
 - Tactic 3.2.2 - Alter the meeting times to accommodate guest speakers.

- Guest speakers work during the day so starting meetings at 6 PM would best accommodate them.
- The speaker would go first with a general meeting to follow.
- Tactic 3.2.2 - Encourage relationships among members
 - Start each semester with an icebreaker in order for members to familiarize with each other.
- Tactic 3.2.3 - Modify the current points system.
 - Award one point for each half hour of participation.
 - Select designated point values for different levels of participation.
 - Implement bonus points for exceptional performance.
 - Offer incentives for members with highest number of points each semester.
- Tactic 3.2.4 - Create an agenda.
 - Members can contact the E-board in order to add a point to the agenda.
 - Meetings will consist of covering all points on the agenda.
 - Any new business will be conducted after the agenda is discussed.
- Tactic 3.2.5 - Create "Recording Secretary" E-Board position to record minutes at each meeting.
 - Minutes will be sent out to all members on the list serve.
- Strategy 3.3 - Encourage alumni involvement to aid in retaining and recruiting LPE members.
 - Tactic 3.3.1 - Invite an "Alumni Speaker of the Month" to come to a meeting and discuss his/her experiences as a Communication Studies major and his/her successes in the working world.
 - Tactic 3.3.2 - Implement an alumni mentoring system where each LPE member will partner with an alumnus or alumna.

- Tactic 3.3.3 - Implement “Career Days” where LPE members can shadow different alumni for a day and learn about their careers.
- Strategy 3.4 - Create new LPE events that will attract Communication Studies students.
 - Tactic 3.4.1 - Conduct an internship night where:
 - Current Communication Studies students can speak about their internship experiences.
 - Organizations can set up tables geared toward interested students about completing an internship.
 - Alumni can speak about the benefits of internships and how they have impacted their career.
 - Successful working professionals in the communication field can speak about their internship experiences.
 - Consult with Career Services to help recruit businesses interested in locating interns.
 - Tactic 3.4.2 - Conduct a writing workshop where:
 - The Write Place can offer tips on writing efficient papers.
 - Current Communication Studies faculty can speak about their expectations on writing for the Social Sciences.
 - Students can present outstanding papers and the steps involved in composing them.
 - Tactic 3.4.3 - Plan a résumé/interview workshop where:
 - Students attend in attire appropriate for an interview.
 - Career Services can address how to write an excellent résumé.
 - Guest speakers from successful organizations can speak to students about what they expect from a résumé and interview.

- Students will perform mock interviews with constructive feedback.
- Tactic 3.4.4 - Create a Communication Studies Film and TV Festival where students can showcase their work.
 - Open the film festival with a red- carpet ceremony where WTSR can interview students, administration and guest speakers.
- Tactic 3.4.5 - Invite special guest speakers sponsored by LPE
 - Successful working professionals in the communication field will be contacted and invited to speak to Communication Studies students.
- Strategy 3.5 - Co-sponsor events with other organizations on campus
 - Tactic 3.5.1 - E-mail organizations stating interest in co-sponsorship.
 - Tactic 3.5.2 - Ask current LPE members to contact organizations they are involved in about co-sponsorship.
- Strategy 3.6 - Evaluative Research
 - Tactic 3.6.1 - Measure attendance at LPE events pre-plan and post-plan execution.

Objective 4- Increase participation of Communications Studies faculty by 10 percent within one year.

- Strategy 4.1. - Give faculty ample notice prior to an event.
 - Tactic 4.1.1 - Give faculty a calendar of events at the beginning of the year.
 - Tactic 4.1.2 - Send constant reminders to faculty weeks in advance before the event.
 - Tactic 4.1.3 - Send out personal invitations several weeks prior to the event with RSVP.
- Strategy 4.2 - Invite special guests to LPE sponsored events
 - Tactic 4.2.1 - Book guests during summer retreat.
 - LPE members can select guests for the fall semester and meet with them personally during the summer.
 - Tactic 4.2.2 - Use the resources of the Communication Studies Department faculty.
 - Talk to the faculty to know what resources are available.
 - Inquire about any colleagues that would be willing to speak.
 - Tactic 4.2.3 - Include faculty input in selection of speakers
- Strategy 4.3. - Make use of faculty resources and expertise
 - Tactic 4.3.1 - Make a list, at the beginning of the semester, of the expertise areas of the faculty.
 - Tactic 4.3.2 - Hold workshops that cover different areas of Communication Studies during the semester (i.e. Health Communication, Rhetoric, Interpersonal Communication, etc.).
 - Promote workshops through class announcements, posted fliers, LPE Web site and postings on Facebook.
- Strategy 4.4 - Style an ancillary program in the same vein as Piper in the Psychology Department

-
- Tactic 4.4.1 - Include LPE and Communication Studies sponsored events in syllabi.
 - Give calendar of events as a second handout with the syllabus at the beginning of the year.
 - Require students to attend a minimum of two LPE or Communication Studies sponsored events.
 - Students who attend more than the minimum will receive extra credit points in the course.
 - Have faculty announce events one week before an event takes place.
 - Strategy 4.5 – Evaluative Research
 - Tactic 4.5.1 - Conduct a survey post-plan execution to measure the participation of Communication Studies faculty in LPE events and meetings.

Evaluative Research Outline

Objective 1- Improve the image of the Communication Studies Department by 20 percent within one year.

- Monitor the effectiveness of fliers, This Week at TCNJ, and Calendar of Events in promotion of LPE sponsored events among the campus community.
- Monitor Communication Studies students' perceptions of the department and LPE.
- Monitor the results of LPE co-sponsoring events on the campus community.
- Conduct a survey post-plan execution to measure the participation of Communication Studies faculty in LPE events and meetings.

Objective 2 - Increase the effective dissemination of information about LPE by 25 percent to its target audiences within one year.

- Monitor Communication Studies students' usage level of LPE Web site.
- Monitor effectiveness of Web site's regular updates and calendar of events on Communication Studies students' participation in LPE sponsored events and meetings.
- Monitor the effectiveness of e-mail and Facebook reminders on Communication Studies students' participation in LPE sponsored events and meetings. Conduct a survey post-plan execution to measure the most effective means of communication in regards to LPE.

Objective 3 - Increase participation in LPE meetings and sponsored events by 25 percent within one year.

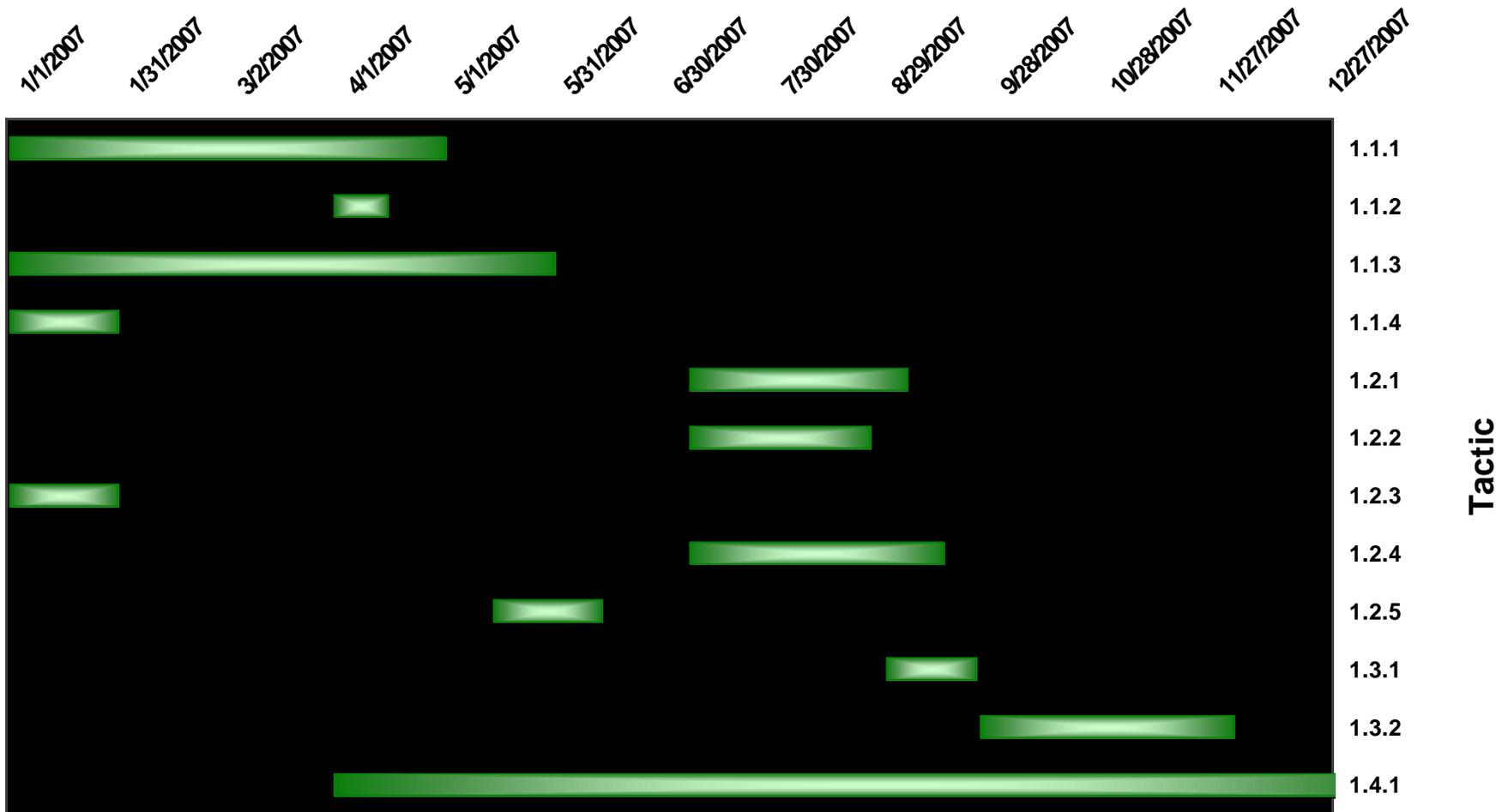
- Monitor the effectiveness of event and meeting reminders on LPE members and Communication Studies students. Measure the participation in LPE sponsored events and attendance.

- Monitor changes in meeting conduct on LPE members' attendance at LPE meetings.
- Monitor effectiveness of revised point system on LPE members' attendance at LPE sponsored events and meetings.
- Monitor effectiveness of LPE's new programming on LPE members' and Communication Studies students' participation in events.
- Conduct a survey post-plan execution to measure the impact on LPE members' and Communication Studies students' attendance at LPE sponsored events and meetings.

Objective 4- Increase participation of Communications Studies faculty by 10 percent within one year.

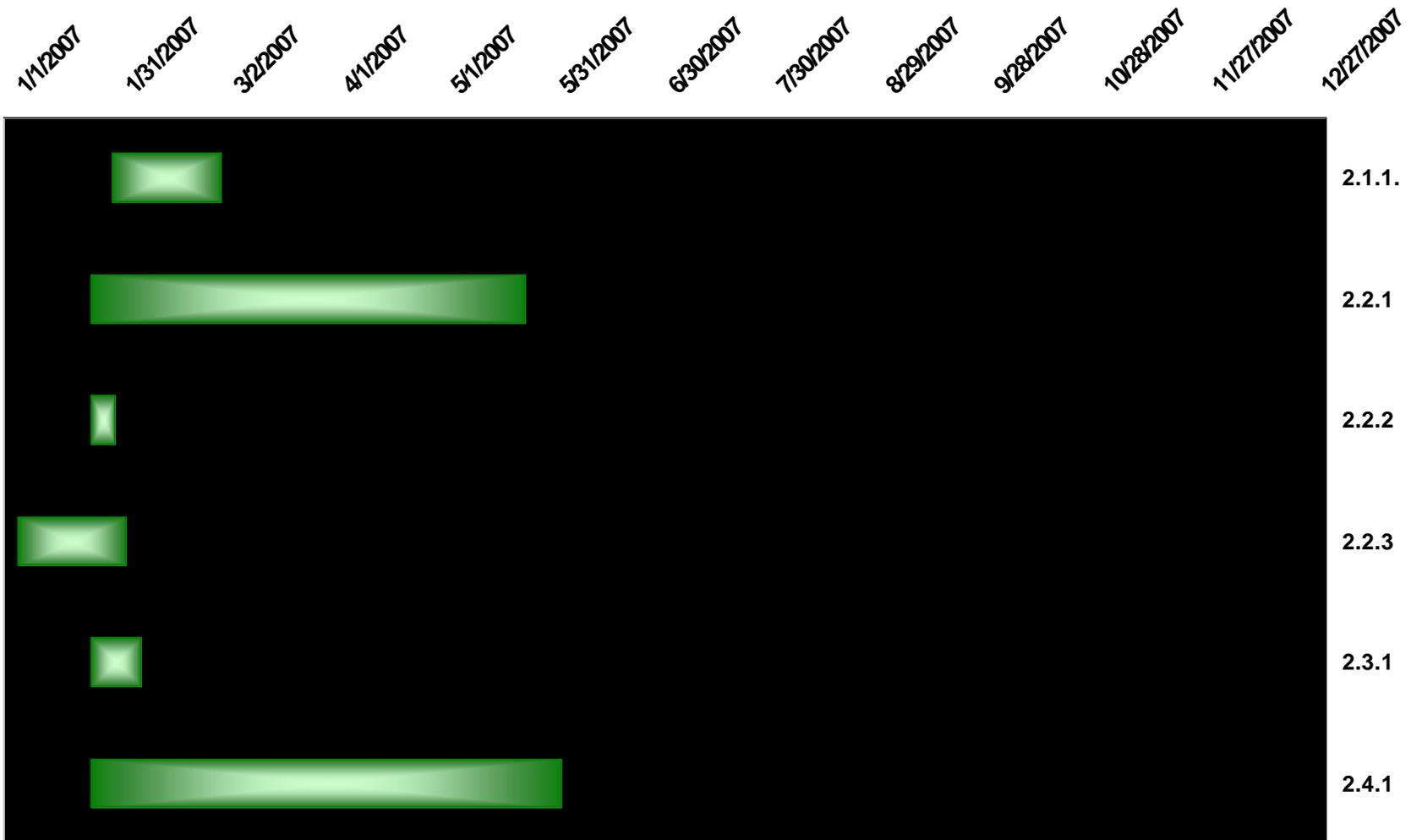
- Monitor the effectiveness of prior notice on faculty participation in LPE sponsored events.
- Monitor effectiveness of special guests on faculty participation in LPE sponsored events.
- Monitor effectiveness of high student turnout on faculty participation in LPE sponsored events.
- Conduct a survey post-plan execution to measure the impact on Communication Studies faculty's attendance at LPE sponsored events.

Objective One



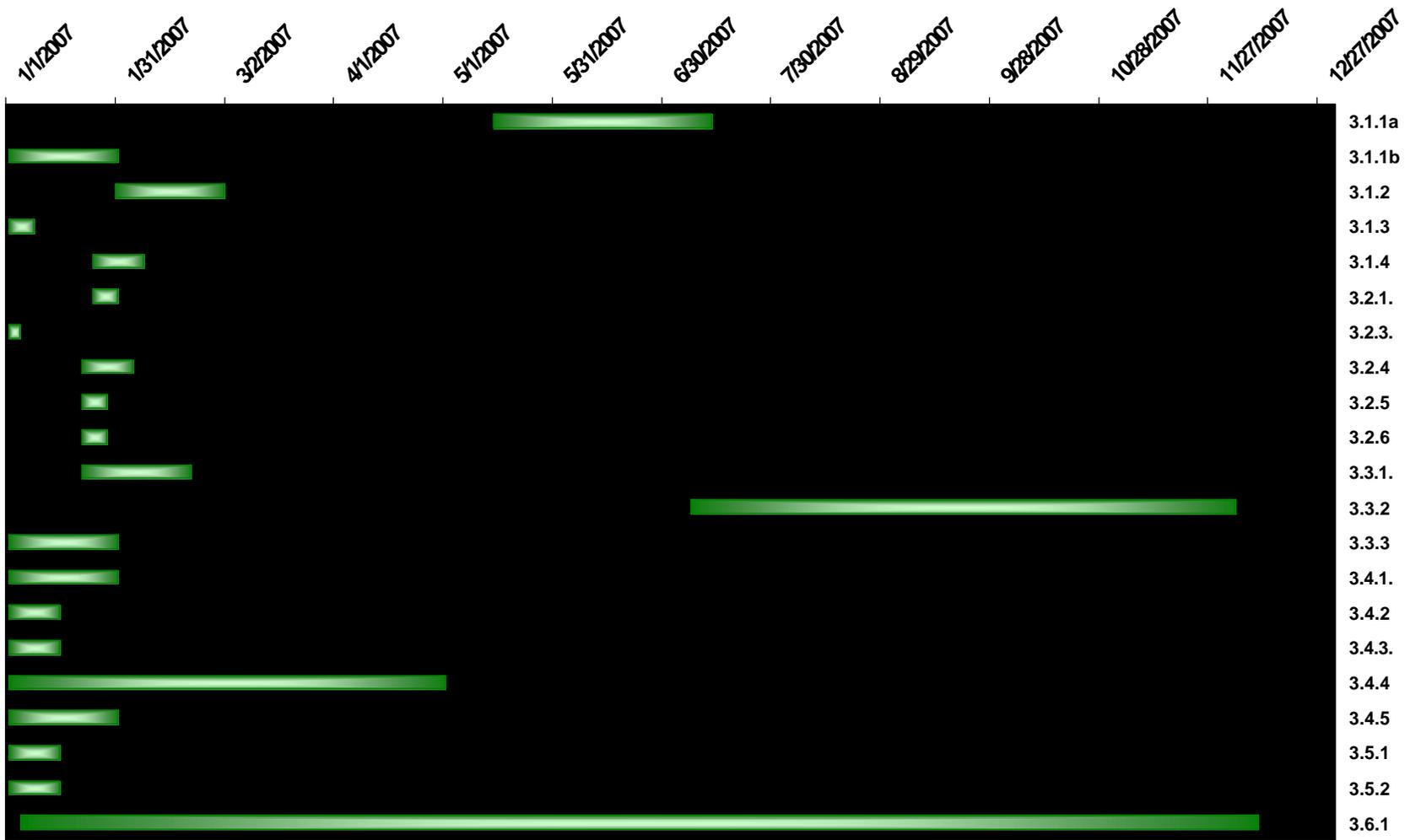
■ Days needed to complete

Objective Two



■ Days Needed to Complete

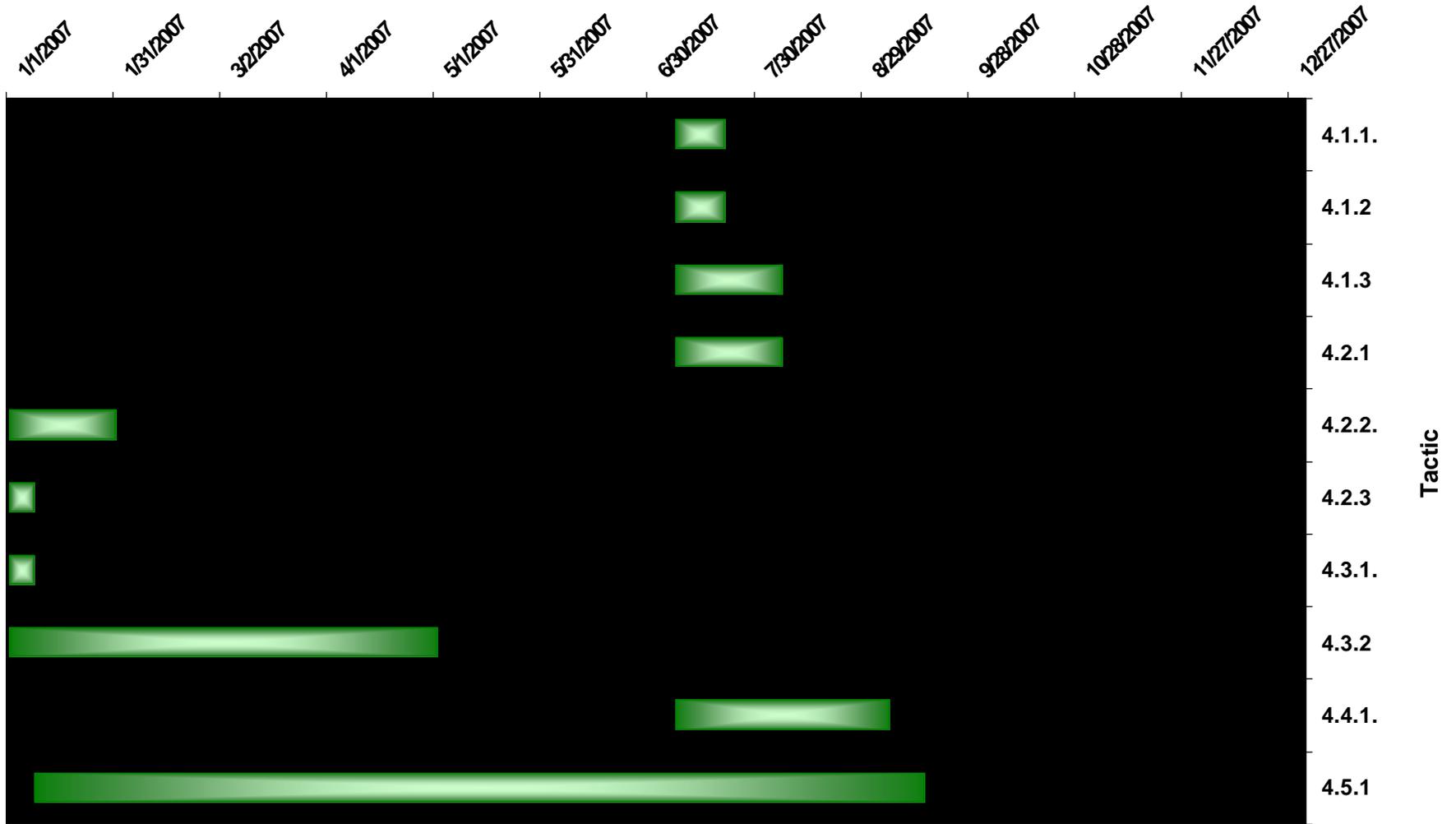
Objective Three



Tactic

■ Days Needed to Complete

Objective Four



■ Days Needed to Complete



Detailed Budget

Objective 1:

Tactic 1.1.1 Film Festival projector*	\$200.00
Sodexo "Movie Matinee" catered food**	\$530.00

Objective 2:

Tactic 2.2.1 Hire a Web designer to recreate LPE's homepage and links	\$50.00
Tactic 2.2.2 Purchase the domain-name, www.TCNJLPE.org , with re-direct capability***	\$100.00
Tactic 2.2.3 Hire a Web master to maintain LPE's Web site	\$100.00

Objective 3:

Tactic 3.2.2 Food for ice breaker meeting	\$50.00
Tactic 3.3.1 "Alumni Speaker of the Month" thank you gifts****	\$150.00
Tactic 3.4.1 Sodexo "Coffee Break" catered food*****	\$315.00
Representatives' thank you gifts	\$150.00

Total budget used \$1645.00

Taking into consideration unplanned expenses throughout the year, SHERPA PR proposes a \$2000 budget.

Budget sources:

- * Prices from Lisa Monday, TCNJ Conference Coordinator
- ** Prices from Conference and Meeting Services' Catering Guide <http://www.tcnj.edu/~cms/catguide/breaks.html>
- *** Prices from <http://www.networksolutions.com>
- **** Prices from TCNJ bookstore
- ***** Prices from Conference and Meeting Services' Catering Guide <http://www.tcnj.edu/~cms/catguide/breaks.html>

Signed Work Log

PR Plan Component:	Responsible for Work:
Client Interview	Rowena Briones Danielle Catona Greg Howe Brian Keefe Eliana Reyes
Transcription of Interview	Rowena Briones
Survey	Rowena Briones Danielle Catona Greg Howe Brian Keefe Eliana Reyes
Data Compilation	Rowena Briones Danielle Catona Greg Howe Brian Keefe Eliana Reyes
Logo Design and Cover Page	Rowena Briones
Formatting and Editing	Rowena Briones Danielle Catona Greg Howe Brian Keefe Eliana Reyes
Cover Letter	Eliana Reyes
Meet the Members Page	Rowena Briones Danielle Catona Greg Howe Brian Keefe Eliana Reyes
Situation Analysis	
Goals	Greg Howe
Client History	Rowena Briones
Problem and How PR Can Solve It	Brian Keefe
Formative Research	Danielle Catona
Audience Segmentation	Brian Keefe
Channel and Media Selection	Eliana Reyes



Plan Outline	
Objective 1	Brian Keefe
Objective 2	Greg Howe
Objective 3	Rowena Briones
Objective 4	Eliana Reyes
Evaluative Research Outline	Danielle Catona
Gantt Charts	Rowena Briones Danielle Catona Greg Howe Brian Keefe Eliana Reyes
Detailed Budget	Danielle Catona
Signed Work Log	Rowena Briones Danielle Catona Greg Howe Brian Keefe Eliana Reyes
Final Documents	Rowena Briones Danielle Catona Greg Howe Brian Keefe Eliana Reyes

By signing below, I agree that this work log contains an accurate account of the work I completed for this project.

Rowena Briones

Danielle Catona

Greg Howe

Brian Keefe

Eliana Reyes

Appendix A: Client Questions

Appendix A: Client Questions

1. How would you describe your organization, Lambda Pi Eta (LPE)?
2. Do you have weekly meetings?
3. What are your goals for this year?
4. What is the purpose of the Communication Club? Is it designed to transition members into LPE?
5. How will you publicize the Communication Club and get faculty involved?
6. Who are target audiences? Communication Studies majors? Alumni? Open options majors as well?
7. What messages are you giving out, about your activities and events? What do you want people to get?
8. Do you have any kind of a budget that you have, or is it basically what the students give you?
9. Do you receive money from the school, or is it totally fundraised?
10. What different venues have you tried to acquire money, besides fundraisers like Chevy's or Coldstone?
11. Where do you see LPE standing five years from now?
12. Do you want to drum up interest internally, as well as externally, with people that are members already in it who seem lackadaisical about the club?
13. Is there a requirement for members to show up to get points?
14. During the past 10 years, has it always been like that, or has it slowly been getting better or getting worse in terms of publicity and interest?
15. How many people are on your executive board and how many members do you have?
16. Are you planning to create a web master position?
17. On the advertising aspect of it, what's your relationship with the media? Do you use the Signal and the radio station?

18. Have you used it in the past? Same thing with the Journal the TV station?
19. Do you convey messages through email or through word of mouth?
20. I'm thinking that the area that needs the most development in your organization is basically publicity, because people are not aware that LPE exists, or the Comm club exists, or they're not aware of the events that you are sending out through email, so would you say, that besides the internal issues with the executive board, that that's your main problem?
21. Would you say that the awards that you've won would be the most type of thing that people are not aware of? Are you saying that type of recognition?
22. Have you in the past, or plan on, getting feedback from current members or alumni to see exactly what they want out of being a member, and to see whether goals have been met?
23. Would you be interested in surveying an Introduction to Communication course, to see about the Communication Studies club, what they would be looking for? Would that be the type of feedback you would want us to help with that?
24. Have there been things that people have wanted that you've not provided?
25. Do you also have tutoring sessions for students that are having trouble with communication classes?
26. What do you hope we will provide for you?
27. In summary, your main goals include: co-sponsorship, revive the Communication Club to transition into LPE, have better publicity starting with the website, and just in general giving Communication Studies majors a better understanding of Communication Studies and the resources available to them?

Appendix B: Interview Transcription

Appendix B: Interview Transcription

On September 20, 2006 Sherpa Public Relations met with our client, Lambda Pi Eta. We asked Tom Hipper, president of LPE, a series of questions about their organization and talked about our plans for this upcoming project. Below is a transcription of our interview.

S = Sherpa

TH = Tom Hipper

S: How would you describe your organization, Lambda Pi Eta?

TH: I would say that it is a definite work in progress. I think that we have high hopes for this year, and we really need to kind of focus on the awareness aspect to get us where we want to be. It's a student run honor society; we do have a faculty supervisor, Dr. Pollock. Essentially the application process involves a credit limit: a 3.3 in the major, 3.0 overall. We are sending out applications, which should be going out soon, and we look them over. If you fit the requirements you're pretty much in. We meet throughout the year, we run certain events, and try to get as much student input as we can. Essentially it's all about letting kids learn more about the major, and hopefully this year we're gonna reach out to people who are not yet at that level. In the past we have excluded people who have not yet applied, it kind of applies to juniors, and when you come in you know nothing.

S: Do you guys have weekly meetings?

TH: Usually once a month we meet. Generally Monday nights, but again we're going to see how people feel about that once we have our first meeting.

S: What are your goals for this year?

TH: Are goals are mainly to reach out to alumni and incoming freshman students, or sophomores who are not yet eligible. We want to revive the Communication Club, it does exist, but it is almost dead. We're going to bring that back and we want to establish a similar leadership E-board that LPE has, so that there's almost two levels. The goal here is that we want to set up a kind of on-deck circle without taking away from the prestige of the honor society. So we

don't want it to have all the privileges that LPE has, but we want to have it so that you're kind of equipped to jump right in once it's your time. And you can come to most of the events.

S: So get the students equipped with the Communication Club so that then when they're ready for LPE they could jump right in?

TH: Exactly

S: I didn't even know about a Communication Club.

TH: It's probably the norm that you shouldn't know about that. It really only exists on paper, on file because it was in the past. I don't think there is anyone running it right now. But we're going to start that up, and we're actually going to encourage the Communication clubbers to come to the first LPE meeting, so everyone's invited. If you're a Communication major or open options you can come out. So that's the first step here, we want to definitely spread the awareness.

S: How are you thinking of publicizing the Communication club, or getting faculty involved?

TH: I think we need to determine first how much interest we have in it. I'm hoping that by getting the word out there will be some people who are interested in it. I think the idea of having them have their own E-board is something that actually came up the other night. We are planning on having one the E-board members of LPE taking leadership in that area, getting it off the ground, and once they feel comfortable they can co-sponsor an event with us and really get a feel for that too. As far as the main differences between the Communication Club and LPE, we haven't mapped those out in great detail yet; we don't know what the Communication Club doesn't have that LPE has. We kind of want to have an idea of how many people are going to show up as a start. And then what we need to do to get more people, or if we have enough, is what we're going to do with them from there. But that's generally the idea, we're going to have someone

focus on getting those guys started, and creating some leadership there and then letting them run their own show.

S: So your targets are Communication majors, but this year you want to focus also on alumni?

TH: Yeah, I think our main goal is dealing with the kids coming up, the kids who show up for Communication club, because alumni has been reached out in the past, but just not at the extent that we would want to. We do things like career night, where we have people come back who graduated as majors here and they talk about what careers they're in and how they got there and what they recommend to get to where they are. We have grad school night, same kind of thing, people who went there will come back and share their stories. When we presented a paper at NJCA at Montclair, we attended a national LPE meeting. All the groups there unanimously around the country when they have their induction ceremonies will invite alumni back. We only have students and parents there now so we want to change that as well. Just helping establish and strengthen alumni relations that we have, or want to have, will really help this club, with integrity, and really give the students the resources that they need, whether it will be for internships or grad school or careers. You guys know, as Communication majors, that it could be a lost feeling sometimes. It's a reason why a lot of people are in this major; they want something broad so that they can keep their options open. It's comforting, but at the same time it can be a little scary. We're going to do whatever we can, for our sake and for everyone else's. Help you guys make those decisions.

S: You also mentioned that you want to reach out to open options majors as well?

TH: It's not that we're in dire need of recruiting new majors, it's just that if there's someone out there who has no idea about this major and is kind of afraid who doesn't know what it means, or has parents who are like "What the hell is a Communication major?" I just want to have it so that they can understand how good this department can be and what you can get out of it. It's not like we want

to recruit open options, but by all means if people are on the fence who don't have a clue we invite them to come take a look at what we have to offer.

S: What messages are you giving out, about your activities and events? What do you want people to get?

TH: That's a tough one.

S: I know that you sent out an email through Dr. Ryan.

TH: Yes. That's certainly one aspect we focus on. It's not necessarily a message, but we would like to get word out that we are having these events and that they can be helpful. Whether it be Communication Studies night that help with individual classes, or grad school night or career night. I guess the overall message too is to showcase what this entire department has to offer. We have some tremendous faculty, a lot of resources and connections, and we've won national awards for our papers. Students who go to incredible grad schools, some of which are Ivy League. We want to bring a little prestige back into the major, and I know the label of, "oh, you're a Communication major." Some of us work harder than others who have "better majors" in people's eyes. I'm hoping this whole process will help strengthen the Communication department as a whole, and that will seep out to the rest of the campus too. Certainly in addition, making people more aware of our events, having people see what we're about and be interested.

S: Back to promoting, or publicizing these events, do you have any kind of a budget that you have, or is it basically what the students give you?

TH: We do have a budget actually, we've raised money in the past through fundraisers, at Chevy's, and actually Coldstone is holding out on what they owe us so we gotta go down there face-to-face. We have some money set aside, and I know basically to start we really want to focus on emails, mass emails and kind of repetition, making sure our info keeps getting out...and a lot of it is word of mouth. Every class that I walk by and I don't have class I jump in and say something, as you guys all know. We use different kinds of methods to get the

message out there, we haven't planned anything extravagant as far as spreading the word other than those few things because we don't know what will really work. As of right now, all we have the money set aside for is providing food for the events that we put on, and that's a big thing. And that's another thing we plan on doing, at least as a start to encourage attendance, we're gonna try to make it worth people's while.

S: Do you receive money from the school, or is it totally fundraised?

TH: Nope, as an honor society we are not affiliated with SFB, so we raise our own funds. We're not technically a club; we're an honor society. Now the Communication club could potentially look into that, if they want to, so that is something to keep in mind as well. Again this is just preliminary stuff, but they could technically get on SFB's radar and try to get funding.

S: What different venues have you tried to acquire money, besides fundraisers like Chevy's or Coldstone?

TH: To be honest with you, I think that's it...we have our dues that people pay when they come in, but that goes towards the honor cords and stuff like that. To be honest with you funding we're doing alright. I shouldn't be on tape saying this, because TCNJ will come track us down, because every other club seems to be hurting with funding, but we're pretty squared away, it's really all a matter of finding things to do that are reasonable enough to spend the funding on. So we're not too concerned...what we've done in the past has been very helpful, and now that we may start using the money for more extravagant food and stuff like that. We might need to look for new ways, but we are certainly open to that. So far so good.

S: So the thing here is not really the money, because we have it, but what activities to prepare to use that money and then how to attract and publicize so that people come to these events?

TH: Exactly. That's pretty much all we need the money for right now. Maybe we did discuss perhaps some sort of team building trip somewhere, some fun day

out where we can kind of encourage a lot of people to come and really get to meet everybody. So that might be something we need to explore. And again, I expect to have the funding for that as well, but yeah, primarily we are certainly we are interested in finding out what's the best way to use the money we have.

S: Where do you see LPE standing five years from now?

TH: Well, let me just tell that I think in five years, I would say my goal is to be very similar to where we stand at the end of this year. We're gonna really shoot for the stars this year and really try to revolutionize this program, which is why we are really happy to have you guys. This is not merely keeping things the same way and trying to get attention, we're gonna really try to revamp this program. And again, we're just throwing out some preliminary ideas that will kind of work itself out, and you guys will help us do that as well, but just little things that we talked about, like creating ideal schedules for everyone, and really making these events great things with great resources and stuff like that. We want to really revamp the program by the end of this year, and then create a better election process for those who will follow us in next year. I think we put it upon ourselves to make the changes, and it's going to be up to everyone else to keep it that way. In the past the elections have been, "come on, somebody, does anyone want to run?" I mean it's hit or miss, some people run who really care about the organization, and others run that kind of just go through the motions, and people show up to get their two points, that's it, no involvement, nothing. That's the way we kinda stand right now, and so we're gonna really try to revamp these programs, and if nothing else, start everything that we want to get accomplished and then hopefully everyone else can keep that going and refine it and perfect it. In five years, I'll keep you guys up to date about the new ideas we have and certainly bounce some off us too, but in five years I just hope that it's pretty much everything that we wanted to accomplish by the end of this year and then refine it. Certainly I'll have more details soon about what we want to do.

S: So you want to drum up interest internally, as well as externally, with people that are members already in it who seem lackadaisical about the club?

TH: Yeah. And I think that's fair, because it's very hard to show up to a meeting where it's implied, "oh yeah you came here and got your two points, goodnight" I think it starts from the top, we want to make it fun but we also want to make it effective, where it seems like worth coming to, not just something you can put on your résumé. So we're gonna encourage a little more involvement, and I think by that's just doing that people will just naturally get involved, when all you have to do is show up and we got enough to do as it is.

S: Is there a requirement for members to show up to get points?

TH: Well it's not if you miss one meeting you're out, what we normally do is that it's usually two points per meeting, you come to that meeting you get two points. You go to events, you help out at events you get your two points. I know sometimes we sponsor guest speakers and stuff like that, we had a gentleman through Dr. Pollock come from 60 Minutes, last year, to give a speech on AIDS and show his clip that made it onto CBS. I think I ushered that to get my two points, stuff like that. So that's basically the extent that we encourage involvement, and maybe we need to redefine those a little bit. Again I don't want to set up these parameters so that all it is that it's tougher to get the two points, and we're dragging people. We want to see that these things can be worthwhile, and I think they need to be tinkered with a little bit. Again with the alumni, we just did a poor job contacting people last year, we gave people such short notice, someone couldn't make it, and it wasn't as good as it should have been. So it was a little helpful, but not really what we were looking for.

S: You said that you are shooting for the stars, that you want to take it to a whole different level, to a whole different notch. During the past 10 years, has it always been like that, or has it slowly been getting better or getting worse in terms of publicity and interest?

TH: That would be a very good question to ask Dr. Pollock, and I can look into that for you. My guess just from my experience, since I have been here and what I have heard is that it's been pretty stagnant, it's kind of just been passed on...you get this folder and see the events we did and decide on whether or not to throw it, whoever shows up shows up, boom, that's it. Done, next one, that's the way it's always been. Well, it's not fair to say that about everyone, we've had some highly capable leadership, even last year, I don't know if you know her, Kendall Anderson, she did a fantastic job with the programming. I can't tell you how amazed Dr. Ryan and everyone in there were that sent out that email, that we already drafted something ahead of time, and sent it out. That's what we're talking about here, it's usually the day before you find out about something and you can't make it. It's been pretty stagnant, and it's such a shame too because this is how we know that we have the capability to be on top. Seven out of the past 12 years we've had national representation on the E-board, right now we have a current president and VP of national Lambda Pi Eta. A couple of us are hoping to represent this year too, so we have national prominence, and that really speaks to...what does that say about this program? We don't have a powerhouse LPE program, but this department is so respected in the Communication field that we're electing national members. It's pretty amazing, and we go to conferences and clean house with awards. I mean people know us, as Dr. Pollock will tell you, and so I kinda want to live up to that, and that definitely means, regardless of how it's been in the past, just stepping it up a little bit this year.

S: How many people are on your executive board and how many members do you have?

TH: I have five E-board members, including myself. We have four VPs, who handle everything from funding, to programming...there's actually a VP of PR, she's pretty much involved in the promotional aspect of things, which is where we could really use your help. We just kind of get together and bounce ideas off each other. We defined our roles to the extent that we know what everyone does,

but as far as LPE goes, it's tough to tell, because we have applications coming out within the next week I believe, so we'll know by mid-October the exact number of people. Just to ballpark it for you, last year I would say probably about 50 inductees and 50-70 people that were there already. Maybe I'm overshooting it a little bit, I gotta look into that for you. But again, that's pretty good numbers, and again, that's why I think upping the attendance and getting the word out about these events is possible, because the people are out there.

S: We noticed something, as we were researching, about your website. It's a little outdated, and I know that for finding out information the website is the easiest thing or even to get contact information. Are you planning on creating a new position just to focus on that?

TH: I am so glad you said that, I brought that up at the end of Monday's meeting, I was actually going to propose electing someone from LPE who was qualified to help out with the website. I dunno if any of you are capable of doing that, or know anyone who is, but any help we can get is good because whether it be contact information or dates, we can also have applications online, we can post deadlines for conferences, it could be a great resource, right now we just don't have the personnel for it. That is something we are going to explore. Our website's gotta go, it's just awful.

S: So it's no one's responsibility to handle it?

TH: Technically, it's someone's responsibility, she's capable of updating information, but not really doing anything with the site, and that's a goal of ours. And again, I don't want to publicize the website if it's not up to date, so that's step one, we need to revamp the website before we people use it.

S: On the advertising aspect of it, what's your relationship with the media? Do you use The Signal and the radio station?

TH: Not as much as we should really.

S: Have you used it in the past?

TH: Not that I'm aware of. We are looking to reach out...we are talking with the president of the English secondary ed honor society, we're looking into working with her with some community service aspect to kind of get our name out in the community, and restore community relations, stuff like that, as well as working with other groups, because co-sponsorship is big. Because think about it, career night and grad school night are just two examples. There's no reason for other liberal arts majors not to come to those. Political science, psychology...you know there's people who know what grad school was like and go through the motions and what to expect, whether you should go right into grad school after undergrad or wait to get a job first, these are things that everybody should know. So co-sponsorship with other clubs, and certainly with the Signal and the radio station would be good. WTSR, funny enough, was who we sponsored for this PR project. We've found that there's potential to reach a large number of students. That could be a good avenue to explore, and being that the radio station is mostly run by Communication majors that would be a seemingly good route to go.

S: Same thing with the Journal the TV station...?

TH: I have no experience with the Journal. Of the three, I don't know that much about it, I think out of the three that would seem to me the least effective way to get the word out, just because it's the least...

S: The Signal is probably the most widely used...

TH: Probably, and again that's where funding could come into play too. Usually you tend to barter with other clubs instead of just giving money. "You help us we help you" sort of thing. I would like to explore something with The Signal, that would be a good idea.

S: So you mostly convey messages through email or through word of mouth?

TH: As of right now those are our two biggest things, yeah. The PR girl, Lindsey Borda, she's generally in charge of pamphlets, stuff like that and we're kind of gonna do a test run of that, see how effective that can be, put stuff up in Kendall

mainly, maybe Eickhoff. That's another option as well, but not one that's really been utilized in the past, but I'm not really sure what the effectiveness of that would be, maybe that's something that you can include in your survey.

S: I'm thinking that the area that needs the most development in your organization is basically publicity, because people are not aware that LPE exists, or the Communication club exists, or they're not aware of the events that you are sending out through email, so would you say, that besides the internal issues with the executive board, that that's your main problem?

TH: Yeah, publicity and maybe planning as well. Because all these ideas sound great, but someone's gotta do the nitty gritty work of developing that ideal schedule, stuff like that. And so we could certainly use some feedback from that, and we plan on getting that from the meetings as well, but obviously ongoing feedback from you guys would be helpful too. In addition to it, publicity, making sure that these events go smoothly would be nice too, because if we get the attendance, we want them to run correctly too.

S: Would you say that the awards that you've won would be the most type of thing that people are not aware of? Are you saying that type of recognition?

TH: The national positions we hold, the awards we've won, we have the top undergraduate paper of the year, a peer of mine won, that's what she's going to San Antonio for. I mean that's paper of the year. Wow. That's big stuff. I think recognition comes from two places, one being from the awards we've won and stuff that's nice, but two I really think that networking and getting involved with other organizations and showing them what we have is another good way of doing that, that seems to be a really good thing too. So connecting with other people and developing contacts with other honor societies and clubs would be another good thing too.

S: Your main audience would be your over 100 members, and your alumni. Have you in the past, or plan on, getting feedback from them to see what exactly they want out of being a member, and to see whether goals have been met?

TH: Nothing formal like that, I don't want to say no across the board, I mean there's been a lot of discussion about it, the E-board has a lot of flexibility to kind of implement what they want, and I think having to have to be a member before being on the exec board that really gives you a chance to implement the changes you want. So it's not that there's no feedback but there has not been an attempt to formally reach out to all the Communication majors. I don't want you to think that we're just dealing with an audience of 100 people; we want to reach everybody from LPE, to pretty much everyone in the Communication department, freshman to senior, and then alumni. It is a rather fairly large audience to deal with, and we don't want to focus on us and seclude, that's been the problem in the past, we kinda want to spread the word to everyone. That kind of feedback would certainly be helpful too, because that would not only help us now, but that would give us good ideas for the future.

S: Would you be interested in surveying an Intro to Communication course, to see about the Communication Studies club, what they would be looking for? Would that be the type of feedback you would want us to help with that?

TH: Yup. I maybe wouldn't limit it to just an Intro to Communication class, if there is a way to reach more freshman maybe. If we can get feedback, and prove to them that we've heard it, and start to implement those things then that would really get people involved I think.

S: Have there been things that people have wanted that you've not provided?

TH: If I do, nothing's coming to me. That's obviously a problem, this is not a perfect organization, nothing is. So the fact that I don't have a general idea what the student body wants to change is an issue.

S: I know that you have the Communication Studies night where you have students ask questions. But do you also have tutoring sessions for students that are having trouble with Communication classes?

TH: That really is what Communication Studies night is about. It's a chance for any class, any student to come and to get advice on a big project or find out what

there is to expect. The event is September 27th, so that's coming up, and we not only need people who want to learn but who have been through it and could teach that as well. But no, we don't have anything throughout the year that would help, but that would be another good thing to implement.

S: Is there anything additional that you would like to say? What's your main objective, what do you hope we will provide for you?

TH: I hope for two things, and they're kind of intertwined really. That you could really help us reach out to all of the Communication Studies students here, and make them aware of this club. And two, have some sort of connection with us and them where we can get some feedback from them, whether they are content with what we have, if they liked the event we just had, or what we have lacking, what we could work on. And then anything you could do with the website design would be great too because I think that would really help both sides in terms of spreading the word. And I guess another objective would be developing contacts with other student organizations or honor societies.

S: So your big things here are co-sponsorship, revive the Communication club so that they can start getting used to it and jump right into LPE, have better publicity, starting with the website, because that's the easiest way to get any type of information, and just in general just giving Communication majors a better understanding of Communication studies and the resources available to them?

TH: Yeah, and just giving them the ability to chime in what they like and don't like. And all I can say is if you need something else, you need more info, I can get it for you. And actually what I'd like to have you guys do is come one to our next meetings. Do you know if Monday nights work for you like 9-9:30?

S: 9's good.

TH: Yeah because if we meet next week, that would probably be our final meeting before an actual LPE meeting. That would be good for you to attend one of those so you can actually see how we do things. I'll be in touch and let you know. That's what we have tentatively planned, it would give you the chance to



pick the brains of everyone else in case I missed out something, and that way maybe by then you have some ideas or have some suggestions for us, things that you could help us explore. You could think it over the next couple of days and then be in touch with all of us, but at least you could get to meet everybody, and I mean if you don't have enough ammunition right now we can supply that in the future, I promise.

S: Thank you very much.

TH: Thank you, this is great. We could really use this.

Appendix C: Observation Journal

Appendix C: Observation Journal

Communication Studies Night 9/27:

LPE provided pizza and soda to those in attendance, which was very welcoming. The room was spacious and seated everyone. The entire E-Board was there on time. They were very personable and willing to answer questions. They promoted the event very well, with e-mail and face to face reminders.

However, the E-Board was too informal and casual. When they were introducing themselves they were not familiar with their positions. This shows a lack of knowledge about the organization. They represent LPE and should be clear with their duties. There was no real handout for the students and they did not provide a hard copy of program planners. The entire E-Board lacked excitement for the event and seemed labored in their speeches. Perhaps some type of introduction or icebreaker in their meetings would be beneficial. The event could have used some sort of formal closing.

Total number of people: 30

1st general meeting 10/2:

The meeting started on time but the entire E-Board was not present. One E-Board member was extremely late. The meeting was a bit dry, with an agenda lacking substance. Being that this was the 1st meeting of the year, LPE should have engaged in an ice-breaker or activity to make members feel more welcomed. The E-Board jumped straight to business and seemed unprepared; they should have let people have a feel for what they are getting into. The Kendall 2nd floor lounge was not a convenient place for a meeting, with most members sitting on the floor.

They could have gone over the main goals they have for the year and how everyone can work together to get there. This was not an encouraging first impression on members. The meeting was under 15 minutes in length and lacked any real information. They breezed through the LPE points system, and made it

seem like they were bribing people. They should have explained the system better and not have come off so desperate for members to attend events.

Meet the professors 10/5:

This event was not successful. First of all, there was a date conflict. The members of LPE were undecided about the date. Once they decided on a day the students were confused about previous dates for attendance given, hence the lack of student turnout. Two students showed up to the event, a very disconcerting student turnout. However, on a positive note there was a great amount of Communication Studies professors attended. The LPE members should have agreed and confirmed on a date weeks in advance. They also could have promoted the event far in advance, not too many people were aware it even existed.

Meeting 10/30:

During this meeting, the LPE board talked about the failure of the “Meet the Professors” event. They presented an agenda and the induction ceremony was discussed. There were a total of 15 members present, not counting the E-Board. One of the executive members arrived late, for the second time, to the meeting. Again, the meeting was only 15 minutes and people were sitting on the floor.

It seems that members are not very interested on what is going on. They see the organization as a name they can put on a résumé. If the LPE E-Board would have diversified the meeting, perhaps making the people reflect on “Meet the Professors” and re-emphasizing the importance of the event, the meeting would have been more productive.

Induction Ceremony 11/5:

This event had a fair turnout amongst inductees, with the added audience of parents of inductees. There were hardly any current LPE members in attendance. If the executive board of LPE were to make the induction ceremony mandatory, the turn out would be better. Family members would feel proud that

their son or daughter belonged to a solidified program and at the same time the inductees would feel welcomed.

The lack of professors was also troublesome. It is important to have professors present in these types of ceremonies. A formal invitation in advance might have been helpful.

Appendix D: Student Survey Instrument



Appendix D: Student Survey Instrument

*Hello, we are students from the Public Relations course who are working on a project.
Can you please help us out by taking a moment to fill this survey out? Thank you!*

Directions: Please circle the answer that best describes your opinion. Please note that the information below is confidential and anonymous.

1. On a scale of 1 to 5, 1 being never and 5 being very often, how often do you use the following sources to find out what is occurring on campus?

Bulletin boards in residence halls	1	2	3	4	5
Bulletin boards in academic buildings	1	2	3	4	5
Bulletin boards in dining halls	1	2	3	4	5
This Week at TCNJ	1	2	3	4	5
TCNJ Web site	1	2	3	4	5
TCNJ e-mail account	1	2	3	4	5
Facebook	1	2	3	4	5
Chalk writings on sidewalks	1	2	3	4	5
The Signal	1	2	3	4	5
WTSR Radio Station	1	2	3	4	5
Table Tents	1	2	3	4	5
Campus Voice Mail	1	2	3	4	5

2. How respected do you feel the Communication Studies department at the College?

- a) Very respected
- b) Respected
- c) Somewhat Respected
- d) Not respected
- e) Very disrespected

3. How satisfied are you with the Communication Studies faculty at the College?

- a) Very satisfied
- b) Satisfied
- c) Somewhat Satisfied
- d) Unsatisfied
- e) Very Unsatisfied



4. How helpful would a program planner that suggests which courses to take each semester be?

- a) Very helpful
- b) Helpful
- c) Somewhat helpful
- d) Not helpful
- e) Useless

5. Why did you decide to be a Communication Studies major?

6. How interested would you be in joining a Communication Studies club?

- a) Very interested
- b) Interested
- c) Somewhat interested
- d) Uninterested
- e) Very uninterested

7. Do you intend on attending graduate school?

- a) Yes
- b) No

8. Have you ever heard of Lambda Pi Eta?

- a) Yes
- b) No

9. If yes, how did you hear about LPE? Please check all that apply.

- a) E-mail
- b) Class
- c) Professor
- d) Students
- e) Website
- f) Other (please specify)

10. Would you be interested in joining Lambda Pi Eta?

- a) Yes
- b) No

-
11. Are you a current member of Lambda Pi Eta?
- a) Yes
 - b) No
12. Which of the following best expresses how you feel about being a Communication Studies major?
- a) Confident
 - b) Proud
 - d) Will lead to post graduate degree
 - e) Will lead to a related profession
13. Have you ever attended any events sponsored by LPE?
- a) Yes
 - b) No
- If so, which event(s)? Please circle that apply.
- a) Communication Studies Night
 - b) Meet the Professors
 - c) Graduate School Night
 - d) Career Night
 - e) Other (Please specify)
14. How satisfied are you with LPE's current programming?
- a) Very satisfied
 - b) Satisfied
 - c) Somewhat Satisfied
 - d) Unsatisfied
 - e) Very Unsatisfied
15. What possible events would you be interested in attending? Please circle all that apply.
- a) Alumni mentor
 - b) Internship night
 - c) Speakers at meetings
 - d) Resume/Interview workshops
 - e) Other (Please specify)
16. Do you live:
- a) On campus
 - b) Off campus



17. Sex:

- a) Male
- b) Female

18. Year:

- a) Freshman
- b) Sophomore
- c) Junior
- d) Senior

19. Track: Please circle all that apply.

- a) Corporate/Organizational
- b) Public and Mass
- c) Radio, TV, and Film
- d) Undecided

Thank you for your time!!!

Appendix E: Faculty Survey Instrument



Appendix E: Faculty Survey Instrument

Hello, we are students from the Public Relations course who are working on a project. Can you please help us out by taking a moment to fill this survey out? Thank you!

Directions: Please circle the answer that best describes your opinion. Please note that the information below is confidential and anonymous.

1. Are you familiar with Lambda Pi Eta (LPE)?

- a. Yes
- b. No

2. If so, have you ever attended an LPE event?

- a. Yes
- b. No

3. If yes, which one? Please circle all that apply.

- a. Communication Studies Night
- b. Meet the Professors
- c. Graduate School Night
- d. Career Night
- e. Other (Please specify)_____

4. Please rank the influence each of the following factors had on limiting your ability to attend events. (1=least, 5=most)

Work conflict.....	1	2	3	4	5
Lack of interest in event topic.....	1	2	3	4	5
Short notice.....	1	2	3	4	5
Class conflict.....	1	2	3	4	5
Anticipation of low student turnout.....	1	2	3	4	5

5. Please rank the influence each of the following factors would have on increasing the likelihood of your attendance at an event. (1=least, 5=most)

High student turnout.....	1	2	3	4	5
Special guests.....	1	2	3	4	5
Media coverage.....	1	2	3	4	5
Ample notice.....	1	2	3	4	5

6. How satisfied are you with the Communication Studies department at the College?

(1 = very unsatisfied, 5 = very satisfied)	1	2	3	4	5
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7. How respected do you feel the Communication Studies department is at the College?
(1=not at all respected, 5=highly respected) 1 2 3 4 5
8. Do you feel your expertise could be used as a resource to students?
a. Yes
b. No
9. Do you feel your expertise could be used as a resource to LPE?
a. Yes
b. No
10. Would you be interested in announcing LPE events in class?
a. Yes
b. No
11. How long have you been a teacher at the College?
a. less than 1 year
b. 1 to 5 years
c. 6 to 10 years
d. 11 to 15 years
e. 16 years or more
12. Are you:
a. male
b. female

Thank you for your time.