

Touch of Class

News about the Rowan University Graduate Public Relations Program

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INSIDE THIS ISSUE

- Hood Earns Dream Job in Nation's Capital 1
- Love Links the Professional and Student Worlds 2
- Rowan Profs Remembered in Text's New Edition 2
- Spring 2012 Course Schedule 3

Hood earns dream job in nation's capital

Some people work years to land their dream jobs, but Katie Hood (M '11) earned her dream job right after the leaving the Rowan campus.

Hood, who earned both an M.A. and B.A. as well as a Certificate of Graduate Study in School PR at Rowan, now serves as the web content coordinator for the Character Education Partnership in Washington, D.C.

We asked Hood to tell us more about how her experience at Rowan shaped her career.

Q: Where are you working and what are your job responsibilities?

A: I work for Character Education Partnership, which is a nonsectarian, nonpartisan, nonprofit organization in Washington, D.C. We're a small office, so we all help each other with everything, but my primary responsibilities relate to internet communication. Right now we're developing our new website, which should launch in a few weeks, and we're trying to make it more interactive so it'll engage a wider audience.

I research and write content for our website (www.character.org) and our social media sites. I also have written press releases, built media contacts, and will present a workshop on how educators can use social media at our national conference this October in San Francisco.

Q: Why did you choose this particular field?

A: I chose to get into character education because I wanted kids to

feel empowered, motivated, and have a sense of social responsibility.

When I was a freshman at Rowan, I was in an honors social science class that was also a Rowan seminar, and we had to write weekly reflections to help us understand who we are and what we wanted to do with our lives. I realized through these reflections that my experiences in Girl Scouts and school led me to have a sense of myself, the world around me, and how I could make it a better place. I wanted to make sure all kids had that chance, and I saw character education as the perfect platform.

I decided to pursue a career in public relations so I could promote character education and become a role model for kids.

Q: How did your time at Rowan prepare you for this career?

A: I wouldn't have gotten this job if I hadn't studied public relations at Rowan. The emphasis the professors placed on research, critical thinking, and planning has helped me craft my messages to the audiences the organization wants to reach, and actually reach them.

I understand that communication has to be a two-way process and that you can't tell an audience what it wants. You have to be willing to listen and address its needs.

My experience with PROS and Delta Phi Epsilon has also helped me develop in terms of service, to the school and the larger

community. This is important specifically for the character education part!

Q: In your opinion, what is the most valuable skill a PR professional should develop? Any advice for students currently pursuing their graduate degree in PR?

A: Public relations practitioners need to be adaptable, above all else.

They have to be willing to have their plans completely scrapped at the last minute because a microphone doesn't work, and develop a new plan on-the-fly. Things change in an instant, especially in our increasingly digital world, and you have to know how to address it. That doesn't mean you have to have all the answers. It just means you have to be able to make it work and make the audience think it was always meant to be that way.



Katie Hood

Love links the professional and student worlds

Rowan's M.A. in P.R. program has a long tradition of serving working professionals. And Jason Love, who works full-time at Camden County College and started working toward his M.A. degree last year, is continuing the tradition.

While many Rowan graduate PR students attend the program as full-time students, the program's flexibility also makes it accessible for working individuals who want to go back to school to enrich their educational experience.

Now that Love has been a Rowan student for a little over a year, we asked him more about his experience at Rowan.

Q: What is your current career?

A: I work at Camden County College at the Camden Campus. I help market our conference center and assist with events held on campus. Some of my other job duties include helping with the parking garage, audio/visual set up, and lending a hand in day to day operations. I've been there almost two years. Prior to the college, I worked in the mortgage

and real-estate field for about 10 years.

Q: What made you decide to go back to school for a graduate PR degree?

A: The current recession was the main reason. In this economic climate it cannot hurt to have additional education and job skills. Unfortunately, I don't see the economy getting much better in the near future. There are still millions of Americans unemployed so the job competition is rough. I feel bad for those looking for work.

"I switched over to the full graduate program because I enjoyed my classes and learned so much."

Q: What made you choose Rowan specifically?

A: Rowan's location was a big factor. I attended an open house and everything seemed to click. Plus, online schools such as

University of Phoenix didn't appeal to me. I prefer learning in an actual classroom. Also, most of Rowan's graduate classes are in the evening so that made it possible with my work schedule.

Q: How does the Rowan program fit with your lifestyle?

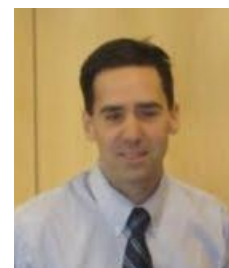
A: Rowan works for me because the classes are in the evening. I can only go part-time because of working full-time, having three kids, and everything else that takes up my days. Also, the summer classes are great. I am able to take classes fall, spring, and summer.

Q: Does PR relate to your current field or is it something new you're interested in?

A: I always enjoyed writing but never did any actual public relations. Initially I had signed up for the Certificate of Graduate Studies in School PR at Rowan. However, I switched over to the full graduate program because I enjoyed my classes and learned so much.

Q: How do you plan on incorporating your PR degree into your future work plans? Have you found your classes to be applicable to any real-life situations at your current job?

A: I am hoping to earn my master's degree so I can possibly teach a college course or two. You need to have a master's degree to teach at most community colleges. My classes have helped with my writing skills. What I have learned so far has tightened up my writing. I have written some book reviews for the *Philadelphia Social Innovations Journal* and also a review that was published in the *Courier-Post*. My classes helped me with that. Plus, I have learned about available resources out there.



Jason Love

Long-time profs memorialized in new text edition

The just-published 10th edition of *The School and Community Relations*, (Pearson-Allyn/Bacon) is dedicated to the memories of two long-time Rowan professors, Dr. Don Bagin (who founded the M.A. in P.R. program) and Dr. Donald Gallagher (who taught research and served as a thesis advisor for many years).

The text, used in graduate communication and education classes at more than 200 universities nationally, is co-authored by Professor Edward H. Moore as well as Bagin and Gallagher.

Moore, who also co-authored the text's previous three editions, noted that both Bagin and Gallagher had passed away since the text's previous edition was published.

"It was a great privilege to work with Dr. Bagin and Dr. Gallagher for more than 20 years. They were true national champions of using school communication to support student success. The impact they had on school communication nationally is still felt today," Moore said.

"It was important to both of them that the text remain at the forefront of trends affecting the

school communication practice.

"School leaders today face daunting and unprecedented challenges in fostering school and community relationships that work. The new edition reflects the latest trends in communication technology and communication accountability affecting school PR programs nationally," Moore said.

Spring 2012 Course Schedule

Touch of Class
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Monday

21326 Adv Techniques Communication, 3 credits, 6:30 – 9:00 (Required)

Tuesday

20885 Seminar, 3 credits, 4:45 – 7:15 (Required)

20886 Seminar, 3 credits, 1:45 – 4:30 (Required)

21806 School Public Relations, 3 credits, 7:25 – 10:00 (Elective)

Wednesday (modules)

Meets 1/18 – 2/15

21327 Sp Topics: Hospitality Mgmt, 1 credit, 6:30 – 9:00 (Elective)

Meets 2/22 – 3/28

22195 Public Relations Law/Ethics, 1 credit, 6:30 – 9:00 (Elective)

Meets 4/4 – 5/2

22272 Public Affairs Advertising, 1 credit, 6:30 – 9:00 (Elective)

Thursday (modules)

Meets 1/19 – 2/16

20883 Grad Case Studies, 1 credit, 6:30 – 9:00 (Required)

Meets 2/23 – 5/3

20882 PR Planning, 2 credits, 6:30 – 9:00 (Required)

(Students must take both courses, in succession)

TBD: 20884 Internship, 3 credits, Conducted at internship site (Elective)

Know someone interested in the M.A. in P.R. program at Rowan?

Learn more online at www.rowan.edu/mapr

Get in touch with one of our advisors:
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