

A BETTER WAY TO TEACH PUBLIC RELATIONS MONITORING AND EVALUATION

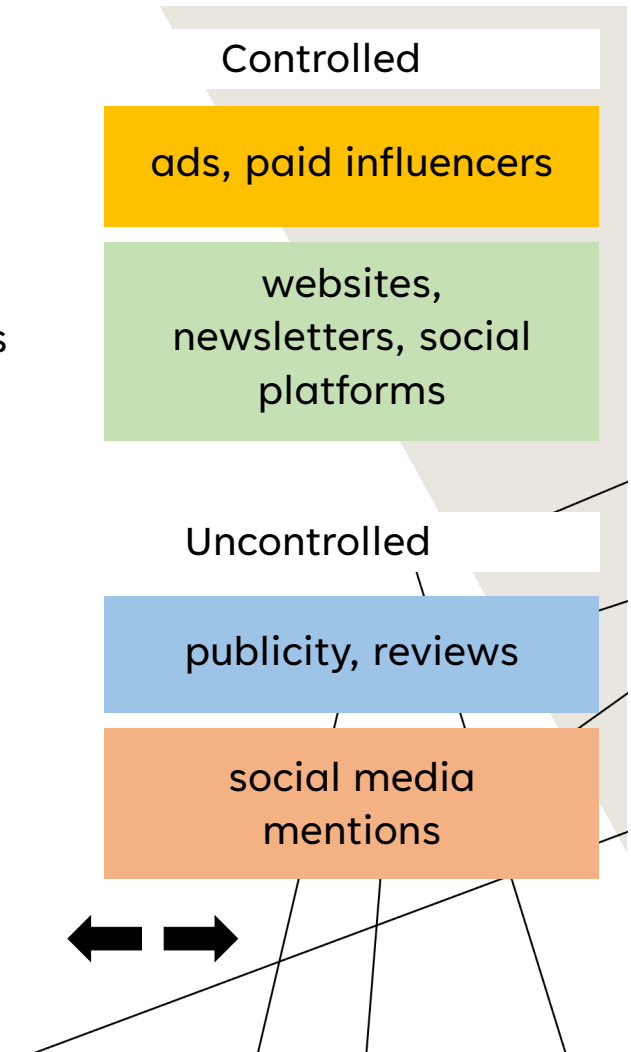
Public relations is “a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

– Public Relations Society of America

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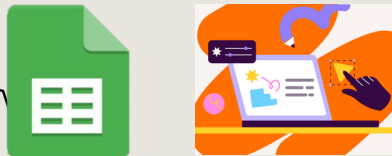
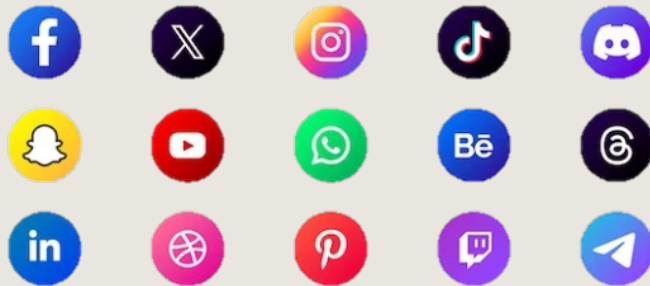
TO KNOW IF IT'S WORKING

- Public relations professionals monitor communications between an organization and its publics across a variety of channels, and the measure the impact of those communications on our audiences.
- We're hoping to answer the question: **Did we achieve our objectives?**
- For media we own and control, that's easy. But for media we earn and share with others, **measurement becomes fragmented and difficult.**



IS THERE A BETTER WAY TO TEACH MEASUREMENT?

Old Approach: Manual Tracking Across Disparate Systems



New Approach: Providing Students Access to Automated Integrated Tracking and Data Visualization

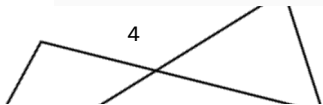
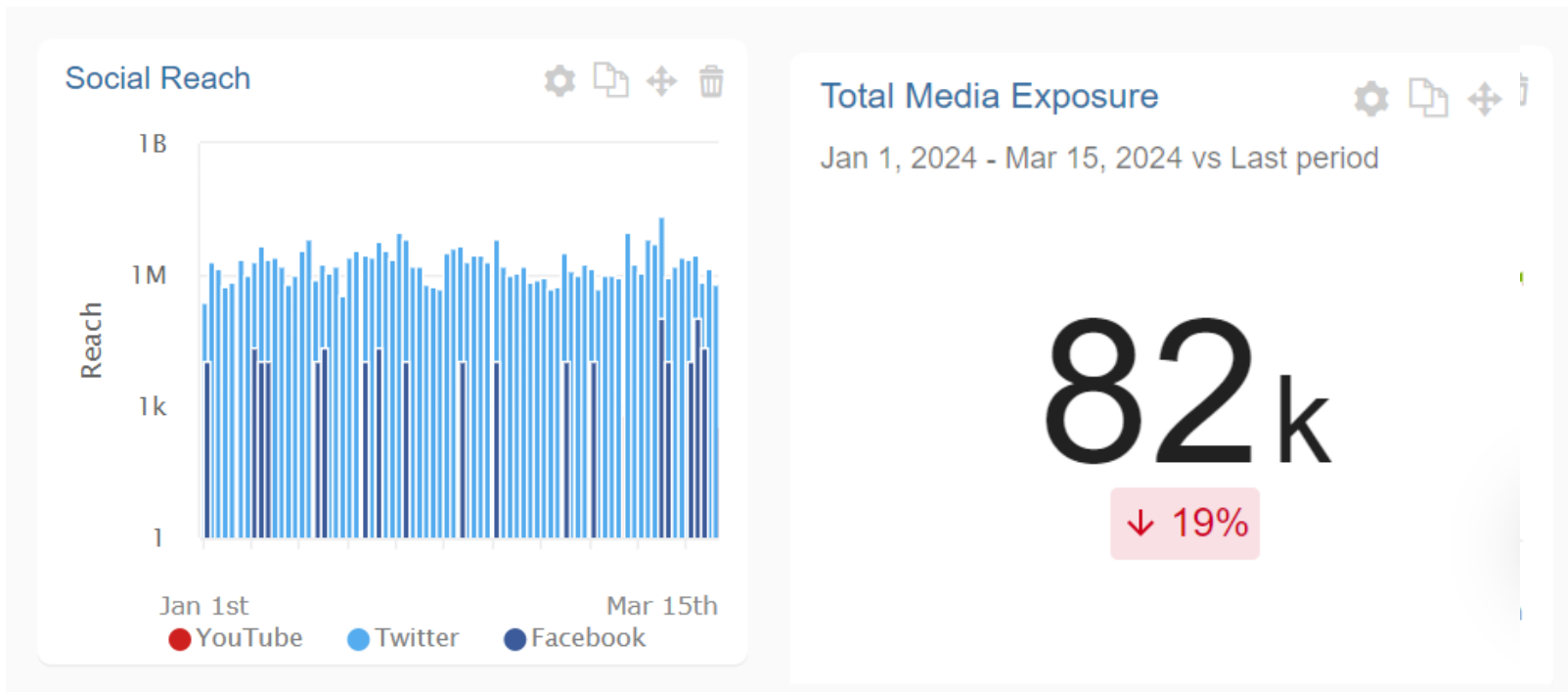
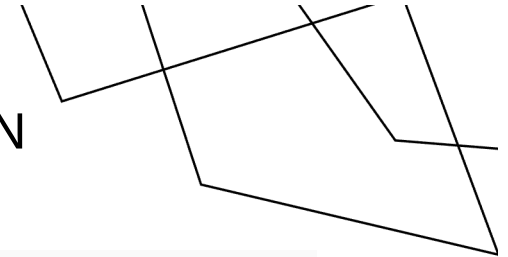


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ONE CONSOLIDATED VIEW OF MULTIPLE INPUTS, INTEGRATED DATA VISUALIZATION



250+ STUDENTS GAINED SEVERAL BENEFITS IN FIRST SEMESTER OF DEPLOYMENT

- **First-hand knowledge** of an industry-standard tool prepares them for career success
- **Deeper understanding** of how the theories and principles students learn work in real-world scenarios
- **Experience** using summative research to evaluate campaign outcomes
- **Practice** working with large amounts of data
- **Research** based on facts, not supposition based on fragmented disparate data sources
- **Time** gained for analysis rather than searching for content, coding data, and creating visualizations





BRINGING INDUSTRY TOOLS INTO THE CLASSROOM

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