

# POTENTIAL FOR GROWTH

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Jennifer L. Robinette

For the past year and a half, I have been steadily accomplishing my objectives on a number of fronts at Concord. I completed and successfully defended my dissertation in April and graduated with my Ph.D. in May of 2011. I got a research course added to the catalog that is a significant step toward qualifying for a Concord chapter of the Public Relations Student Society of America (PRSSA). This is critical for helping students turn their education into successful careers. I also adjusted the course-level (CART 250) and title of the introductory public relations class, which is now offered in the Fall and Spring semesters, to more effectively attract new majors in the future. These changes will take effect in the Fall semester of 2012.

I have been working on building the Communication Arts internship program. To this end, I got catalog changes approved that permit us to offer internships in the Fall, Spring, and Summer semesters. We also now have the flexibility to enroll students in internships for one to three hours of credit, depending on the opportunity available to them and number of work hours involved with it. I worked with President Aloia this summer to establish a presidential internship program in which students do jobs on campus to gain valuable experience for their résumés, course credit hours, and CU Connect funds. Presidential interns have been placed in the Advancement Office and Sports Information thus far.

PR Workshop participated in two Campus-Community LINK grant projects. Ten thousand dollars was secured through the Bonner House to fund travel for students to Beckley, Bluefield, Williamson, a statewide conference in Fairmont, and a presentation to the Presidents' Advisory Committee in Charleston, WV. The grant funds were also used to purchase sorely needed equipment, software, and supplies for the Workshop and Fine Arts Box Office. We put

multimedia stories together for the Our Mountain State website in the Spring of 2011, and we began developing a website for the Williamson Redevelopment Authority's "Sustainable Williamson" initiative in the Fall of 2011.

I worked events for the Fine Arts Box Office throughout 2011 (see my Division of Fine Arts Service section for a list of events). PR Workshop produced and distributed press releases and other promotional materials such as posters for the events. In June, I presented to students enrolled in Concord's Summer Academy of Excellence. I taught UNIV 100 and presented my dissertation research at the first Faculty Colloquium in the Fall of 2011. I also developed the Spring 2012 Schedule for the Communication Arts department. Finally, I have begun incorporating more active learning into my classes and initiated pre- and post-testing to document instructional outcomes for my students.

In conclusion, both my administrative and teaching competencies have shown substantial progress since joining the faculty at Concord in 2010. The results of my work in the Communication Arts Department, Fine Arts Division and for the University and West Virginia communities demonstrate my capacity for growth. Now, I have strides to make in my new administrative role as Coordinator of Satellite Campuses in Beckley and Lewisburg.