Integrative Public Relations Council Bylaws

(1) Council Charge

The Integrative Public Relations (IPR) major is an interdisciplinary program requiring knowledge and synthesis of three primary areas of study, Broadcast & Cinematic Arts (BCA), Communication (COM) and Journalism (JRN), in addition to several complementary areas of study from programs throughout the university. The goal of the Integrative Public Relations major is to develop effective and well prepared public relations practitioners consistent with national standards as outlined by the Public Relations Society of America.

The Integrative Public Relations Council is charged with overseeing the activities of the Integrative Public Relations program and functions in a manner similar to an academic department. In overseeing and developing the program, the council will:

1. Serve as the main academic body for the program.
2. Recommend and initiate changes in the program curriculum.
3. Construct and approve assessment plans and reports.
4. Conduct program review.
5. Represent the program internally and externally as needed.
6. Conduct peer reviews for instructors teaching a course with an Integrative Public Relations (IPR) designator.
7. Provide input and advice to the departments as appropriate on matters concerning the program.
8. Provide input on scheduling of Integrative Public Relations courses for the program.
10. Recommend a faculty member to serve as Internship Coordinator.
11. Appoint a qualified faculty member to serve as the Public Relations Student Society of America (PRSSA)/PR Central advisor.

(2) Council Membership

The Integrative Public Relations Council shall be composed of six members. One full time temporary/regular faculty member eligible to advise students in the Integrative Public Relations program and who has taught or is currently teaching required courses in the Integrative Public Relations program shall be appointed for a three year renewable term from each of the following departments: Broadcast and Cinematic Arts, Communication and Dramatic Arts (COM Area) and Journalism. One member shall be the tenure-track faculty member serving in the BCA/IPR joint appointment position. One member shall be a designee from the Dean's office of the College of Communication and Fine Arts and serve as a nonvoting member except in the case of a tie vote. One member shall be a signed IPR major who is serving as the president of PRSSA or a designee appointed by the PRSSA executive board.
(3) Council Chair

The Integrative Public Relations Chair shall be recommended to the Dean's office by the council and approved by the department in which the faculty member resides. The chair will be appointed for a 1-year term and shall be a full-time tenured or tenure track faculty member in Broadcast and Cinematic Arts, Communication and Dramatic Arts (COM Area), or Journalism and serve as a voting member of the council. The chair shall possess an academic background appropriate to teach a required course within the IPR curriculum.

Duties of the Council Chair are to

1. Convene and chair meetings of the council.
2. Coordinate activities of the council charge.
3. Process curriculum changes as approved by the council.
4. Lead the council in a periodic review of courses, program, practices and policies.
5. Inform the council of activities such as M.A.J.O.R. night and summer orientations.
6. Oversee the design and implementation of an assessment plan including filing an annual assessment report as specified by university policy.
7. Coordinate program review and file final reports.
8. Oversee accreditation/certification reports, where appropriate.
9. Work with the participating school/departments to insure appropriate scheduling of classes.
10. Coordinate selection of scholarship/award recipients, which includes establishing application deadlines, updating application, notifying applicants of the final decision, honoring all donor requests for information during the process and working with CCFA and financial aid personnel to ensure that materials are processed in a timely manner.
11. Coordinate and train new advisors who meet advising eligibility guidelines established by the council.
12. Complete other duties as deemed appropriate by the council.

(4) Program Coordinator

The Integrative Public Relations Program Coordinator shall be a tenure-track/tenured faculty member hired for the BCA/IPR joint appointment position and serve as a voting member of the council. This faculty member shall possess an academic background appropriate to teach an approved IPR designated course in the program and be a member of the Public Relations Society of America.

Duties of the IPR Program Coordinator are to

1. Serve as the coordinator for IPR 101, which includes staffing (as approved by the council), submitting scheduling sheets (Fall, Spring, Summer), distribution of assessment materials, collection of assessment data, distribution of updated syllabi and arranging for all speakers & guests to attend sessions.
2. Oversee all group signing activities including major signing night in IPR 101,
processing of major forms, copying materials and distributing materials to appropriate offices, advisors, instructors and students.
3. Serve as an academic advisor for IPR majors.
4. Submit quantitative pre-test/post-test assessment instruments to the testing center and assist the IPR Chair/Council in tabulating qualitative pre-test/post-test assessment data, internship field reports and preparing annual reports.
5. Prepare and distribute new major reports semi-annually (after the group signing) and disseminate information to council and chairs/directors.
6. Serve as the academic advisor to the Diane S. Krider Chapter of the Public Relations Society of America and PR Central.
7. Arrange IPR representation for activities such as M.A.J.O.R. Night and summer orientation sessions.
8. Inventory and maintain collateral materials including program guides, student guides and displays boards.
9. Work with the dean's office to maintain the web page and the IPR list serve and post internships and announcements on the list serve.
10. Work with the CCPA Office to maintain major files, periodically reviewing them for accuracy.
11. Complete other duties as deemed appropriate by the council.

(5) Internship Coordinator

The council, upon approval of the department in which the faculty member resides, shall appoint a faculty member from BCA, CDA (COM area) or JRN to serve as the Integrative Public Relations Internship Coordinator. The coordinator shall possess an academic background appropriate to teach a course in the IPR/public relations program.

Duties of the IPR Internship Coordinator are to:

1. Coordinate internships, which involves assisting students in securing internship placements, conducting on-site visits, evaluating students and conducting post-assessment.
2. Inform students of policies and course requirements.
3. Maintain communication with field supervisors and address issues.
5. Distribute the Integrative Public Relations Council approved course syllabus.
6. Hold at least one meeting per semester to provide general internship information.
7. Conduct assessment activities such as portfolio review by Internship Coordinator and Field Supervisor and administer assessment instrument and case study.
8. Keep the council informed about problems, issues and concerns.
10. Prepare and present year-end report to the council.

11. Complete other duties as deemed appropriate by the IPR Council.

(6) Curriculum

The IPR Council directly oversees IPR designated courses as part of the Integrative Public Relations major. The council is responsible for any changes to these courses. The council also monitors course offerings and can delete courses from the program that have not been offered on a regular basis. Council members and departments can make recommendations for additions and/or deletions to the program. Any deletions or additions of BCA, COM or JRN courses will be approved by the school/departments and forwarded to the council for final approval. The council will, at all times, notify participating departments on curricular changes before they are submitted for final approval to the CCFA Curriculum Committee.

(7) Advisors for the Integrative Public Relations program

Advisors for the Integrative Public Relations program include all IPR Council Members. All other advisors must be approved by the council and be faculty that have been past members of the Integrative Public Relations Council or tenure-track/tenured faculty members who regularly teach required courses in the Integrative Public Relations curriculum. New advisors shall be trained by the IPR Chair and will meet periodically with all IPR advisors to review procedures.

(8) Assessment

The IPR Council, under the direction of the chair, will conduct annual assessment activities (as specified by the university assessment policy) and file annual reports. Copies of the Assessment Plan will also be forwarded to the Dean of the College of Communication and Fine Arts.

(9) Program Review

The council, under the direction of the chair, will conduct the program review as scheduled by the university.

(10) Faculty Involvement

The director/chairs from Broadcast and Cinematic Arts, Communication and Dramatic Arts and Journalism will represent their respective departments and meet periodically to advise the council. The IPR Council and director/chairs will determine when meetings with all faculty teaching in the core of the program are needed at which time the IPR Council will call the meeting.