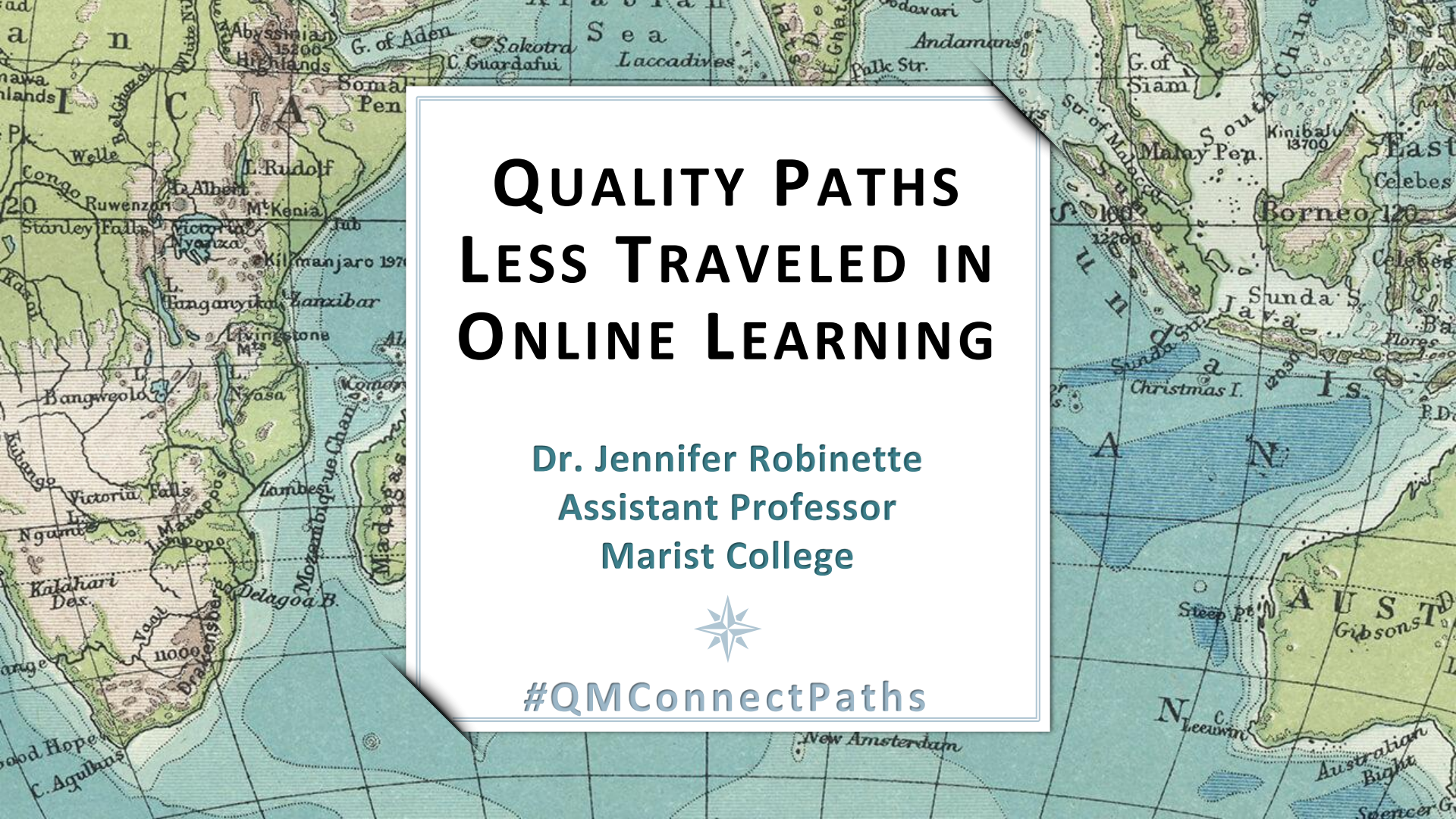
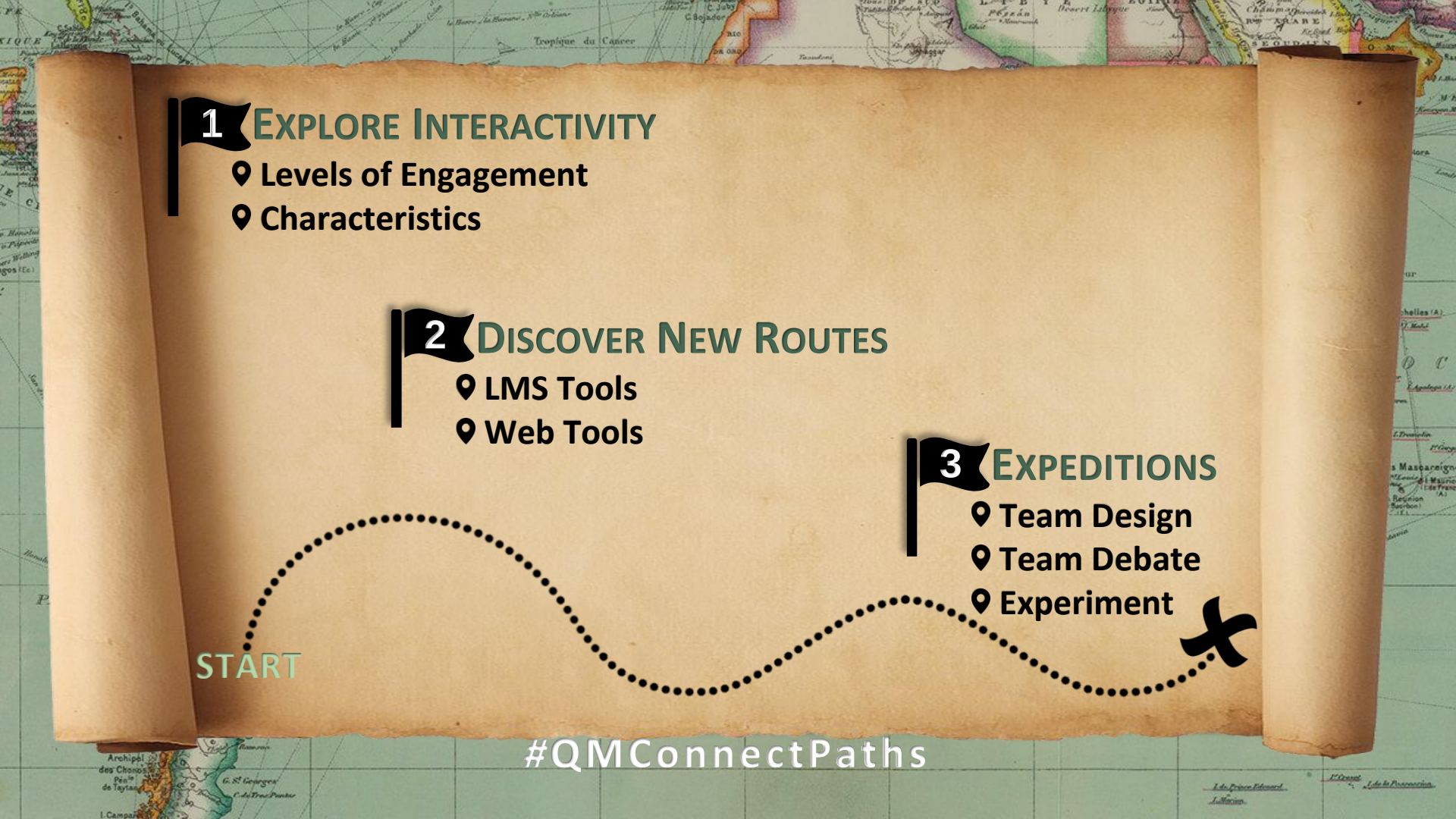
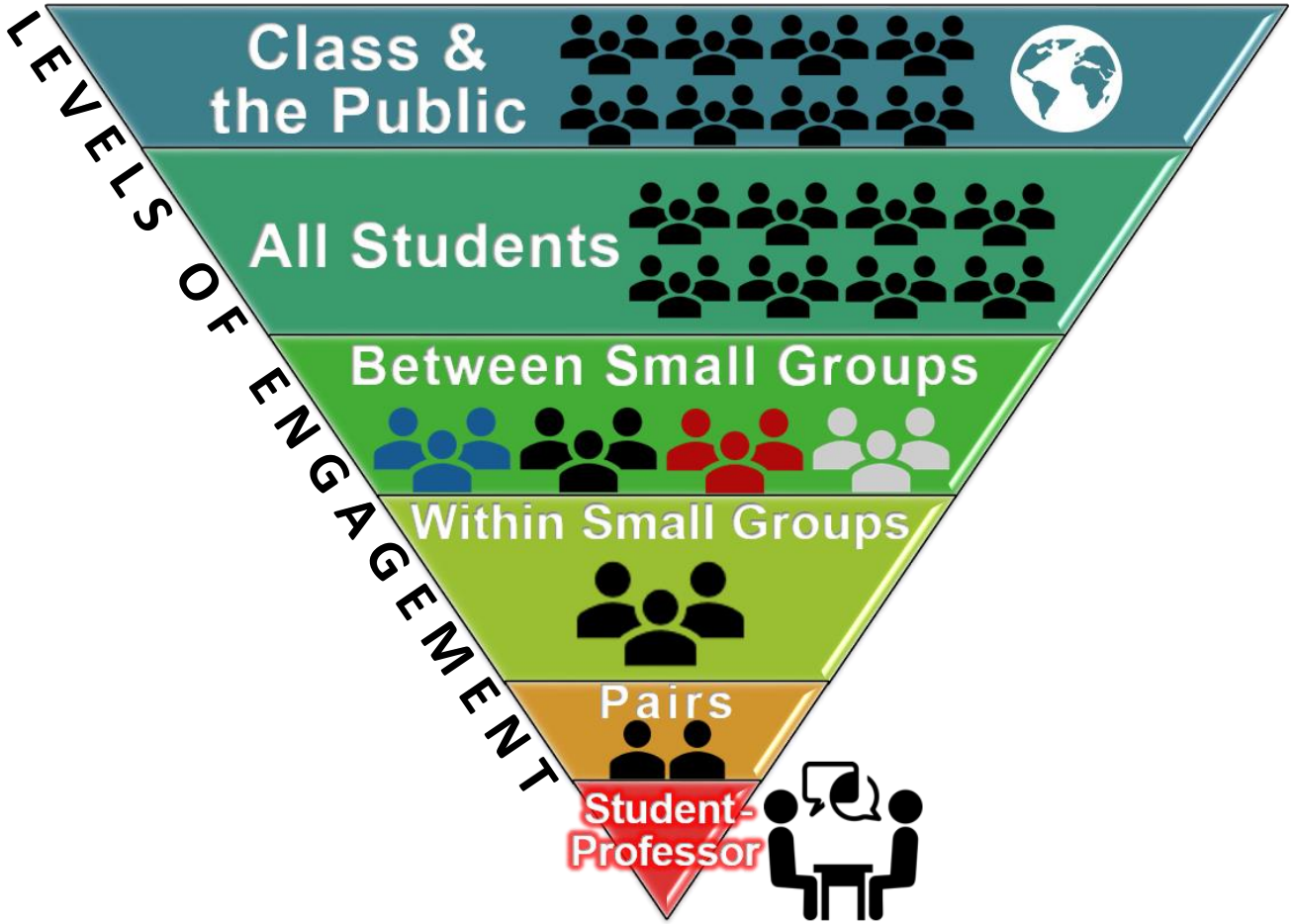


Quality Paths Less Traveled in Online Learning

Dr. Jennifer Robinette
Assistant Professor
Marist College

#QMConnectPaths

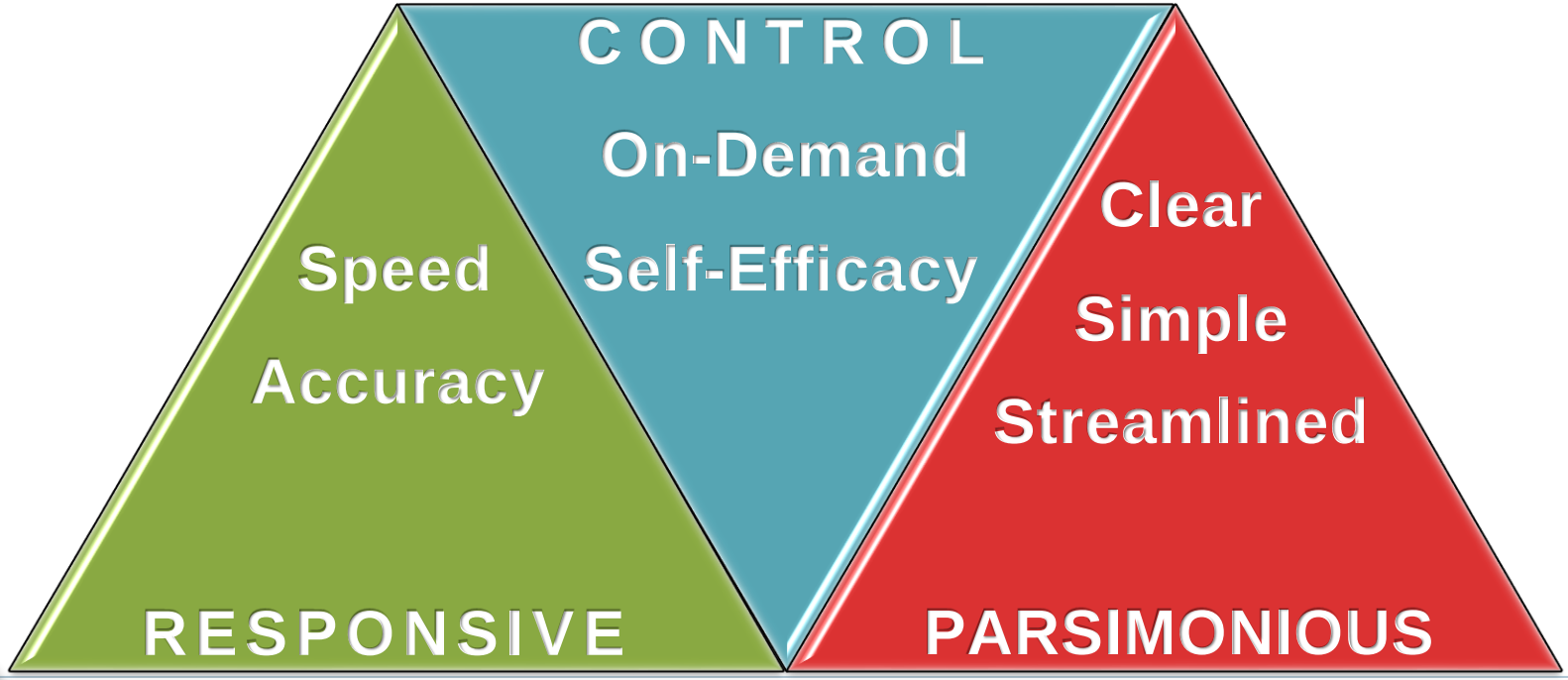

1 Explore Interactivity
Levels of Engagement
Characteristics
2 Discover New Routes
LMS Tools
Web Tools
3 Expeditions
Team Design
Team Debate
Experiment
START
#QMConnectPaths



#QMConnectPaths

#QMConnectPaths

Characteristics of Interactive Experiences



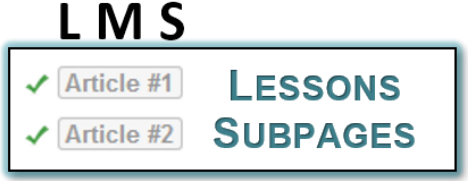
Learning Management System Tools

Prerequisite Settings

Ensure that students complete Activity Steps in a specific order.

Checklists

Help students keep track of Activity Steps completed.



Create Activity Steps

Auto-Group Creation

Randomly assign students to Groups.

#QMConnectPaths

PR Measurement ACTIVITY

Measuring ROI (Return On Investment) & KPI (Key Performance Indicators) is critically important in Public Relations.

In this Activity, you get hands-on experience with Social Media Analytics!

You need to **complete STEP 1 & STEP 2-Article #1 ASAP** to get rolling in time to complete the Activity.

STEP 1 - Pre-Activity Questions

You have 30 minutes to answer 12 questions.

You will earn participation points for completing the Pre-PR Measurement Activity, no matter what you score.

* ☑ Click here to complete the Pre-PR Measurement Activity Questions

BUILDING

STEP 2 - Articles & Step-by-Step Analytics Activation

Read each of the Articles and follow the directions in Article #1...

✓ Article #1

✓ Article #2

STEP 2 - Articles & Step-by-Step Analytics Activation

Read each of the Articles and follow the directions in Article #1...

✓ Article #1 *[Has prerequisites]*

✓ Article #2 *[Has prerequisites]*

LESSONS SUBPAGES

STEP 3 - Post-Activity Questions

You have 30 minutes to answer 12 questions.

You will earn participation points for completing the Post-PR Measurement Activity, no matter what you score.

* ☑ Click here to complete the Post-PR Measurement Activity Questions

STEP 4 - PR Measurement Post

* Click here to complete your PR Measurement Post

#QMConnectPaths

Uncommon Uses of LMS Tools

- Create forms for submitting responses to Activity questions.
- Create forms for submitting documents, e.g., Certificates earned.

- Create a Discussion Board Subpage.
- Set to be anonymous or not, depending on the nature of the Activity.

#QMConnectPaths

Question 1 of 4: 1.0 / 1.0 Points

5 of the Top NY PR Firms' Websites

Check out the websites of 5 of the Top NY PR Firms and assign a grade to each site reflecting your opinion (A, B, C, D, or F):

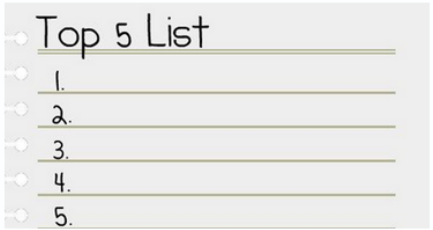
- Edelman ✔ A
- Prosek Partners ✔ C
- Hotwire ✔ B
- FINN Partners ✔ D
- 5W Public Relations ✔ F

Answer Key:*, *, *, *, *

Question 2 of 4: 1.0 / 1.0 Points

Top 5 Small PR Firms' Websites

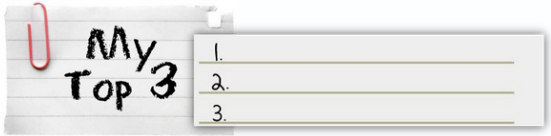
Check out the websites of the Top 5 Small PR Firms and assign a grade to each site reflecting your opinion (A, B, C, D, or F):



- Day One Agency ✔ B
- dna Communications ✔ F
- Havas Formula ✔ A
- InkHouse ✔ D
- rbb Communications ✔ C

Answer Key:*, *, *, *, *

Choose a Top NY PR Firm, a Top Small PR Firm, & your Favorite Company with an In-House PR Department to learn more about...



YOUR TOP 3 TARGETS:

- #1-NY Firm ✔ Hotwire
- #2-Small Firm ✔ Havas Formula
- #3-Company ✔ Tiffany

Answer Key:*, *, *

LMS Tests Quizzes

Which of Your Top 3 Targets would you choose to go to work for and why?

I would choose to work for Hotwire. Their approach to their clients seems very fresh and open and along the lines of a company that I as a college student would want to be a part of. They understand new tactics, like collaborating with influencers (here is an example https://www.hotwireglobal.com/work#working-with-influencers-to-reach-1m-people), to try and get their client's needs met. I would consider applying for an internship there in the future semesters.

#QMConnectPaths

Your PR Measurement Post

Comments for this Activity are anonymous.

LMS Comments

Add a Comment below answering each of the following questions:	**EXAMPLE**
1. What did you **score on the Pre-Activity Questions?**	**1.** 7.5
2. What did you think would be **the best Instagram day and time to post prior to participating** in the Activity? ***(This is a Baseline measure of your awareness prior to being exposed to new information.)***	**2.** Saturday around 12 noon
3. When is **your actual best Instagram day and time to post** according to your Insights analytics? ***(This is a Benchmark measuring whether exposure to new information changed your awareness.)***	
4. What did you **score on the Post-Activity Questions?**	
5. What information was most surprising to you?	

See All 32 comments ...

Anonymous 26 (Karoliina Perez-Olsson) Oct 7, 2018 (16 Hours Ago) Points: 15.0 / 15

1. **What did you score on the Pre-Activity Questions?** 17.5
2. **What did you think would be the best Instagram day and time to post prior to participating in the Activity?**
   I said personally for me, it was the evening time (at 7 pm) on weekdays
3. **When is your actual best Instagram day and time to post according to your Insights analytics?** Thursday 3 pm
4. **What did you score on the Post-Activity Questions?** 14.5
5. **What information was most surprising to you?**
   I was surprised with how much Instagram can measure for a business profile.

Anonymous 27 (Milton Vargas) Oct 7, 2018 (14 Hours Ago) Points: 15.0 / 15

1. **What did you score on the Pre-Activity Questions?** 14.5/17.5
2. **What did you think would be the best Instagram day and time to post prior to participating in the Activity?** I thought it would be weekday mornings, simply because everyone is heading to work/school and checking social media during their morning commutes.
3. **When is your actual best Instagram day and time to post according to your Insights analytics?** Weekdays, around Noon.
4. **What did you score on the Post-Activity Questions?** 16/17.5
5. **What information was most surprising to you?** That the time I originally believed to be the best time to post was actually the worst and the best time is at 2am.

Anonymous 28 (Matthew Petrara) Oct 7, 2018 (12 Hours Ago) Points: 15.0 / 15

. What did you **score on the Pre-Activity Questions?**	**1.** 17.5
2. What did you think would be **the best Instagram day and time to post prior to participating** in the Activity? ***(This is a Baseline measure of your awareness prior to being exposed to new information.)***	**2.** Friday at 8 PM
3. When is **your actual best Instagram day and time to post** according to your Insights analytics? ***(This is a Benchmark measuring whether exposure to new information changed your awareness.)***	**3.** Friday between 7 and 9 PM
4. What did you **score on the Post-Activity Questions?**	**4.** 16
5. What information was most surprising to you? - The information that was most surprising to me was the quantity of new information that became available to me after using Instagram insights.	

#QMConnectPaths

#QMConnectPaths

Google Docs

Panopto

Kahoot!

Google Sheets

padlet

Instagram

Google Slides

twitter

LMS

✓ Article #1 LESSONS
✓ Article #2 SUBPAGES

LMS Tests
Quizzes

LMS
Comments

LMS
Checklists

LMS
Prereqs
Funnel
Attention

LMS
AUTO-GROUP

Google Docs

COMMUNICATION campaign MANAGEMENT ACTIVITY

(Ch 6, pp. 93-105)

Objective Action	**Type** pp. 95-96	**Specific** Context+Audience p. 97	**Measurable** Volume p. 97	**Attainable** Resources p. 98	**Relevant** Awareness, Opinion, or Behavior Change p. 99	**Time-Bound** Duration p. 99	pp. 103-104
	❑ Output ❑ Outtake ❑ Outcome						❑ Short-Term ❑ Long-Term
	❑ Output ❑ Outtake ❑ Outcome						❑ Short-Term ❑ Long-Term
	❑ Output ❑ Outtake ❑ Outcome						❑ Short-Term ❑ Long-Term
	❑ Output ❑ Outtake ❑ Outcome						❑ Short-Term ❑ Long-Term
	❑ Output ❑ Outtake ❑ Outcome						❑ Short-Term ❑ Long-Term

How *NOT* to write Objectives (p. 104)

Google Docs

COMMUNICATION campaign MANAGEMENT ACTIVITY

(Ch 6, pp. 93-105)

OBJECTIVE ACTION	**TYPE** pp. 95-96	**SPECIFIC** CONTEXT+AUDIENCE p. 97	**MEASURABLE** VOLUME p. 97	**ATTAINABLE** RESOURCES p. 98 *(Research to support objective-resources client currently has)*	**RELEVANT** AWARENESS, OPINION, OR BEHAVIOR CHANGE p. 99 *(Will it affect behavior)*	**TIME-BOUND** DURATION p. 99	pp. 103-104
Increase 16-24 year old *interactions* (goal)on Instagram by 25% within 3 months. (obj) EX) 10 posts a week and in every post ask for a like, comment, profile visit (output) (smaller objectives) Ask followers what they think of their new post and did a poll (Outtake- ask people what you think of someone) Something happened, increased followers (outcome) Increase profile views - invite to visit profiel (output) - have you noticed invitation to notice profile (outtake) - conversion rates (outcome)	❑ **Output** ✓ **Outtake** ❑ **Outcome**	*Action*: Increase interactions among *Context*: Dutchess County community on Instagram *Audience*:16-24 year olds within the	Instagram analytic tools, specifically engagement metric on instagram (likes, comments, shares)	Currently, only 11% of 16-24 year olds follow Habitat Dutchess on Instagram based on Instagram Insight tool ASK: Do they have enough resources or people? → how many people are working on Instagram	Increase engagement and interaction amongst 16-24 year olds on social media	3 months	❑ **Short-Term** ❑ **Long-Term**
Establish a 40/60 following-to-follower ratio within 3 months. Outtake (Use an app to analyze changes)	❑ **Output** ❑ **Outtake** ❑ **Outcome**	Unfollow accounts that do not pertain to Habitat for Humanity demographic, and increase followers within the ages of 16-24, especially	Instagram analytic tools	Currently at 25/75 following-to-follower ratio → Followers: 362 Following: 1,060 40/60	Increase familiarity with the organization on Instagram	3 months	❑ **Short-Term** ❑ **Long-Term**

Google Docs

COMMUNICATION campaign MANAGEMENT ACTIVITY

SITUATIONAL ANALYSIS - TEAM GOAL-SETTING

CLIENT SWOT ANALYSIS

(Ch 4, p. 71)

	HELPFUL to achieving Goals	HARMFUL to achieving Goals
INTERNAL ORIGIN (attribute of the Organization)	**STRENGTHS**	**WEAKNESSES**
	1. Existing connections to high profiled people and organizations 2. Community based organization 3. Nationally affiliated 4. Credible foundation with impressionable influencers 5. A multitude of capable platforms to adapt to new ways of gathering volunteers, donations, and resources.	1. A lack of relatability to those who are between ages 18 - 32 2. A lack of variance between volunteers (Full-time/part-time, Gender, Age, Occupation, etc.) 3. Weak social media presence, not taking advantage of platforms such as Instagram and Twitter 4. Website doesn't have much information 5. Low amounts of online Donations
EXTERNAL ORIGIN (attribute of the Environment)	**OPPORTUNITIES**	**THREATS**
	1. Room for change and new ideas to be implemented 2. Start new/rebrand social media accounts 3. Engaging with audience(s) and volunteers through social media platforms 4. Utilize social media for online donations 5. Partner with high schools, churches, clubs… etc… 6. Recruiting more volunteers 7. Range of activities and volunteer work for all ages	1. Other Non-Profit Organizations i.e. Church Youth Groups, Boys & Girls Clubs, etc. 2. Thrift stores or Goodwills that sell similar items as their Resale stores 3. Bad reviews, tweets, or experiences with the organization 4. Age restrictions on builds

Reframe Problems you identified in Phase 1 as Opportunities

Google Docs

Team5-COM418-ACTIVITY-Situational_Analysis-Research_Problems_to_Goals-Sec111

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COMMUNICATION campaign MANAGEMENT ACTIVITY

SITUATIONAL ANALYSIS

YOUR NAME	CLIENT RESEARCH YOU CONDUCTED	CLIENT PROBLEMS YOU IDENTIFIED	YOUR CLIENT COMMUNICATION GOALS

Brianna Paganini	• **Donations**
	  ○ *Online Donations*
	  ■ Online giving grew 12.1% in 2017 and is up to 10.6% as of April 2018
	  ■ $128 dollars is the average online donation amount.
	  ■ 84% of Millennials give to charity, donating an annual average of $481 across 3.3 organizations.
	  ■ Gen Xers are most likely to fundraise on behalf of a cause, make a pledge, and volunteer their time to an organization.
	  ■ 72% of Boomers give to charity, donating an annual average of $1,212 across 4.5 organizations
		• **Online donations are the weakest component for donations**
		  ○ Individual & group donors are the strongest
		• Millennials are not as invested in Habitat as other generations and 84% of millennials donate to charity
		• Competing with receiving donations from other organizations
		  ○ Churches
			• **Expand donation abilities**
			  ○ Allow users to be able to donate by credit card online or through PayPal
			• **Capitalize in the rise of online donations**
			  ○ Make donating online seamless- have it be a button right on the homescreen

Jackie Gruber	• **Competitors (other non-profits)**- Meals-on-Wheels of Greater Poughkeepsie, has testimonial sections, this provide non-profits with a greater sense of credibility
	  ○ maybe doing a meet the homeowner section
	Website Research
	• Takes about 50 milliseconds for users to form an opinion based off ones website
	• 85% of adults believe that a companies website when viewed on a mobile device should be good or better than a typically desktop view
	  ○ websites MUST be responsive
	• 38% of people will stop engaging with a website if the content and layout are unattracted
	  ○ increase Habitat for Humanities design capabilities
		• **Website needs to be organized**
		  ○ proper sections for headers
		  ○ more user friendly
		• **Donation section on website**
		  ○ only allows for car for cash donations
		  ○ other non-profits allow for visitors to donate any amount/ increment
		• **Social media icons need to be properly hyperlinked**
		  ○ instagram goes to twitter
		• **How-To-Videos need to be updated**
		  ○ some of the videos are no longer available
		  ○ not properly hyperlinked
			• **Allow visitors to be able to easily navigate** Habitat for Humanity of Dutchess County Website
			• **Organize website to create a better online experience to increase volunteer activity**

Mesha Caldwell	• **Nonprofit Marketing**
	  ○ Nonprofits don't get as much attention as for-profits on social media or through advertisements
	  ■ e-newsletters are free and effective
	  ○ Creative awareness and fundraising work through starting a conversation
	  ■ Everyone can participate
	  ■ Example: #FirstWorldProblems
		• **Need an external line of communication with donors and volunteers**
		  ○ Increase donations
		  ○ Increase awareness
		  ○ Inspire current and potential volunteers and donors to stay involved/ get involved with Habitat
		  ○ Keep everyone connected and well informed about news and changes
			• **Stay in contact with donors and volunteers**
			  ○ Produce monthly newsletters
			  ■ Feature heartfelt stories in the newsletters
			  • Potential for personalized donations
			• **Grow social media accounts**

Google Docs

Elizabeth Sincavage	• **Volunteers** (General Information)
	  ○ Women are more likely to donate their time
	  ○ Married people are more likely to volunteer
	  ○ Ages 35-54 have the highest volunteer rate
	  ○ Employed people are more likely to volunteer
	  ○ Invitations and personal initiatives are the biggest reasons people volunteer
		• **Reaching a younger demographic**
		  ○ Habitat said they would like to retain high school students and younger volunteers after their required hours are completed
		  ○ Most volunteers are older
		  ○ Instagram is not reaching the younger age group
			• **Use Instagram more effectively**
			  ○ Posts should be more cohesive and interactive
			  ○ Engage with people, especially young adults, in Dutchess County
			  ■ Give them a reason to want to donate their time and/ or money
			• **Use YouTube**
			  ○ Show build progress and the direct impact Habitat has on the community in Dutchess County

Antonio Hroncich	• **Instagram Account**
	  ○ Only seeing 25 interactions taken on their instagram account
	  ■ Measures the actions people take when visiting your account
	  ○ No comments are shown on the instagram posts
	  ○ The amount of impressions is the total number of times your posts have been seen
	  ■ Impressions went from 550 to 458
	  ○ Do not post instagram pictures on a consistent basis
		• **Not presenting a strong enough social media presence**
		  ○ Habitat said they look to expand the amount of people they reach
		  ○ With only 299 followers and a negative decline in multiple facets of the instagram statistics, they find themselves lacking a social media presence
		  ○ Habitat tends to use more branded hashtags than personalized ones
			• **Use Instagram to their advantage**
			  ○ Share their content with college organizations
			  ○ Ex. Marist Habitat instagram
			  ○ This could help them reach a younger and broader demographic
			  ○ Use better quality pictures and utilize the features associated with Instagram
			  ○ Ex. Boomerang will help Habitat gain a lot of interest from a younger audience due to their appeal on Instagram
			  ○ Make their instagram page more friendly and enticing for new viewers to increase activity on their page

Collective	**<u>Facebook Live</u>**
	• 78% of online audiences are already watching video on Facebook Live.
	• 90% think video quality is the most important aspect of Facebook Live videos.
	• 82% of viewers prefer live video to social media posts, and 80% prefer live video to reading a blog.
	• Video on social media produces
		• Does not know how to adequately use the resources presented to them on social media platforms
		  ○ Does not utilize facebook live feature
			• Use Facebook Live to engage with target audience and show off completed projects
			  ○ assign designated staff member to attending events and streaming them live for users to see and interact with in real time.

Team1-COM418-Client_Briefing-Rubric-Sec111

File Edit View Insert Format Data Tools Add-ons Help Last edit was made yesterday at 5:31 PM by anonymous

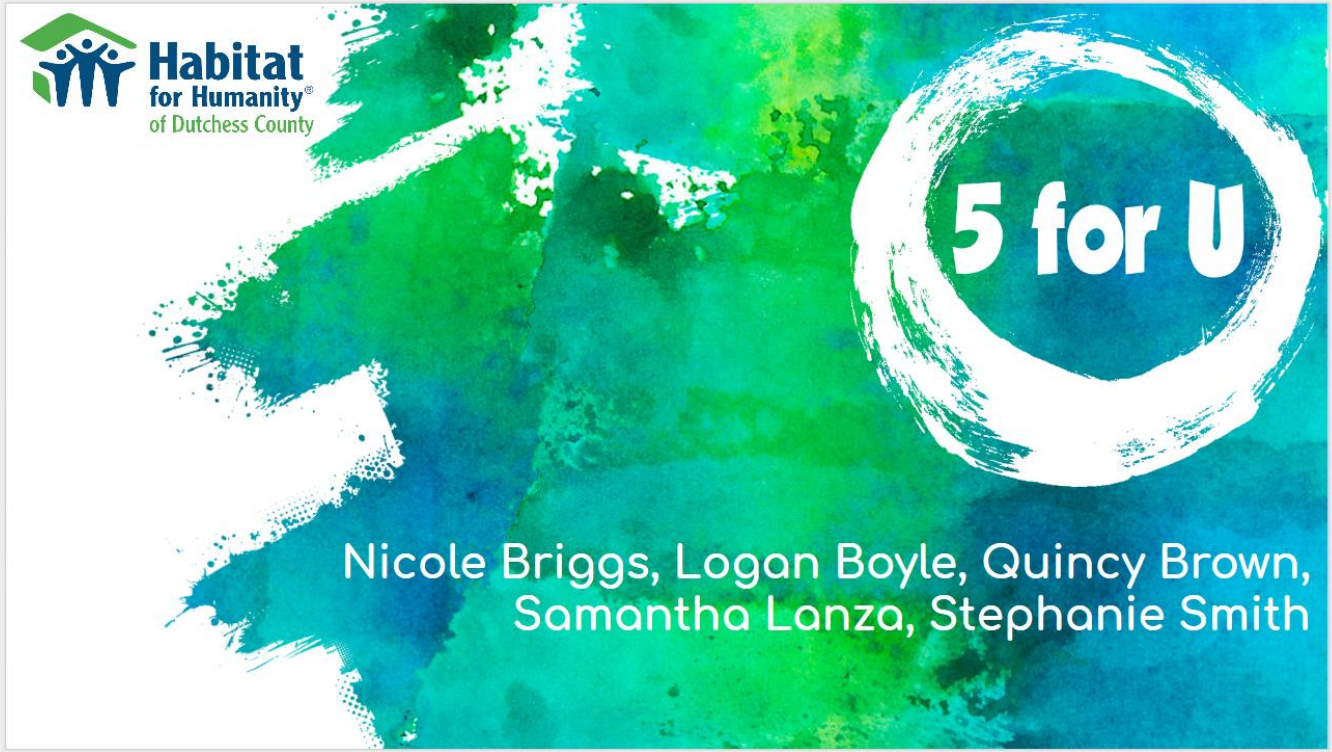
	A	B	C	D
1	COMMUNICATION campaign MANAGEMENT	**Samantha Lanza**	**TEAM # 1**	
2		**Nicole Briggs**	**5 for U**	
3		**Logan Boyle**		
4		**Quincy Brown**		
5		**Stephanie Smith**		
6		**CLIENT BRIEFING**		
7	**ASSIGNMENT COMPONENTS**	**Enter what your Team did to develop each Component below:**	**POINTS EARNED**	
8	**SITUATIONAL ANALYSIS** - Primary/Secondary Research and Analytics. - Diagnosis of Problems/Opportunities.	***Primary Research*- Survey**: Created a survey on SurveyMonkey, sent out the survey via word of mouth, social media platforms, professors, meeting with Dr. Robinette, connected to other schools within Marist to recieve broad range of majors. **Social Media Analytics**: Used Instagram Analytics, as well as own deep dive into Facebook and Website. **Social Studio**: Trained, created 4 key dashboards, monitored each and focused attention on Instagram generated dashboard. **Informal Interviews**: Interviewed 10 Marist College students, asked 5 questions and gathered support for survey results. ***Secondary Research*: Two Case Studies**: Both analyzed millennial generation- One focused attention on how these individuals utilized and engaged with nonprofit organizations, the second focused on the media habits of this generation. **Competitive Analysis**: Researched 3 national competitors, 9 local, focusing	**CONTENT**	
9			**PRESENTATION**	
10	**RECOMMENDATIONS** - Goals based on Problems/Opportunities. - Objectives based on Goals.	Created 5 Goals and 2-3 measurable objectves for each. Goals include **Increase Volunteer Count, Increase awareness/knowledge of ReStore, Increase Social Media Interaction, Increase Website Foot Traffic, Increase funds/donations.** Each objective following its specific goal was measurable, ensuring a direction, amount, and time period for it to be achieved. Each goal and objective reflect the three key problems and opportunites that we highlighed: Problems- Lack of age diversity in volunteers, lack of awareness of local branch and ReStore opportunity, low web and social engagement. Opportunities: Leverage social media posting and advertising, Leverage relations with local educational instituitions to target millennial generation	**CONTENT**	
11			**PRESENTATION**	
12	**BRIEFING DOCUMENT** - Includes a detailed Situational Analysis and Recommended Goals and Objectives. - Logically organized and formatted to ensure that information is easy to locate.	Briefing document included all the various types of research undergone, a layout of the situational analysis, highlighted attention on the key problems and opportunities, each goal and its respective objectives, and a glimpse at what the future for the campaign looks like. Briefing document was developed on Cavana, utilzing a consistent color scheme and format. Each page is numbered with a table of contents at the beginning for client reference to each piece of the campaign. The order of the document is Research, Primary then Secondary- Situational Analysis- Goals & Objectives- Looking ahead. The briefing document gives detail to the presentation, providing in depth analysis and understanding of the 5 for U processes and findings. A logo was created place on the cover as well.	**CONTENT**	
13			**PRESENTATION**	
14	**BRIEFING VISUAL AIDS** - Enhanced understanding of content. - Aesthetically appealing, consistent theme.	Demonstrated our journey through our research, key findings, SWOT analysis, established goals, respected objectives, and a glimpse into the next steps for 5 for U. Utilized a consistent theme that was downloaded and specifically chosen to reflect a visually pleasing, egaging, simplsitic, and professional deck template. Inforgraphics were utilized to portray the findings. Visual aids reflected the detailed findings and expressed in depth understanding of the various content regarding research, analysis, and goals/objectives.	**CONTENT**	
15			**PRESENTATION**	
16	**BRIEFING DELIVERY** - Professional appearance and teamwork. - All Team Members made eye contact and talked to rather than read to the Client.	All team members dressed and acted professionally. Printed copies of the Briefing Visual Aid, Briefing Document, and Survey questionaire were distributed to the client. Team practiced the presentation in the days leading up to the client presentation and rehearsed an attention-grabber as well as a summary that wrapped together everything and gave the floor to the client. Eye contact was consistenly made with the client; note cards were only used as a reference on specific data or key points which were then expanded upon. Questions were answered with detail and research to backup the statements.	**CONTENT**	
17			**PRESENTATION**	

Client Briefing Presentation

File Edit View Insert Format Slide Arrange Tools Add-ons Help Last edit was made yesterday at 5:04 PM by Samantha Lanza

Google Slides PRESENT SHARE

Background... Layout Theme... Transition...



Click to add speaker notes

padlet
LINK
REMAKE
SHARE

Dr. Jennifer Robinette +4 · 19d

PR FUNdamentals Q&A Den

* Click on the plus + sign under a category to post your questions. * Use your arrow keys to scroll over and down. * Be sure you hit the Enter/Return button to post what you've typed. * Like the posts you find most helpful to move them to the top of the page.

Schedule

Dr. Jennifer Robinette 1mo

No Forums - Activities

Q: Are there any forums we are supposed to be writing on a regular basis, other than the activities we post on?

A: ***In this class, we have MUCH more fun and exciting Activities instead of Forums!***

1

Add comment

Dr. Jennifer Robinette 1mo

Activity Due Dates

Q: Can you please verify when the activities should be completed and submitted?

A: ***Everything in green on the Class Schedule is my recommended plan for staying on track. Everything in***

Activities

Kim Kratsios 22d

Where are the Activities?

Q: Where can we find the Activity Assignments?

A: On the **Chapter-by-Chapter** page.

0

Add comment

Dr. Jennifer Robinette 22d

Activity Grading

Q: Why do I see 0 points in Your Grades for the Activity I submitted?

A: ***Points for completing Activities must be entered manually. You will see 0 points in "Your Grades" after successfully submitting it for grading.***

0

PR Careers Activity

AJ Liberti 22d

PR Careers Discussion

Q: Where can we find the link to do the PR careers discussion? I couldn't find anything on the iLearn site related to it.

A: ***There's a hot-linked screenshot and link on the PR Careers Activity page in Chapter 2 under Chapter-by-Chapter. Here is the direct link: https://padlet.com/jrcommdoc/COM211_PR_Careers_Page***

COM 211 PR Careers Page
* Click on the plus + sign to post a link to...
dr. jennifer robinette

0

APA Style

Dr. Jennifer Robinette 1mo

Citing the Textbook

Q: Even though the textbook is not considered one of our required sources, do we still need to cite it?

A: ***Yes, you do need to cite the textbook in APA Style if you paraphrase or quote information from it.***

0

Add comment

Dr. Jennifer Robinette 1mo

Citing Course Materials

Q: I would like to reference your online lecture slides/slideshow presentation in my paper, and I am struggling to find information to complete the citation. Is it correct to assume that you are the sole

Assignments

Dr. Jennifer Robinette +26 · 1m

COM 211 PR Careers Page

* Click on the plus + sign to post a link to an interesting or unusual PR Job Posting or Description. * Use your arrow keys to scroll over and down. * Be sure you hit the Enter/Return button to post what you've typed. * Comment on at least 2 classmate posts: Which PR Job would you want to pursue and why? Which PR Job would you never want to do and why?

Dr. Jennifer Robinette 19d

PR CAREERS

Check out this PR Career Guide then go find and post a link to an interesting or unusual PR Job Posting or Description.

PR Career Guide: Public Relations Job Titles, ...
Choosing your career path is arguably the mo...
hubspot

GRADE

Add comment

Victoria marino 21d

AMP3PR

This is a PR firm based out of NYC which helps small and emerging companies with PR campaigns. This firm is interesting to me not only because of there website, but also because of there several services all relevant to PR. One that I thought was most interesting was Event PR. They are

Lydia DeLuca 1m

SENIOR PUBLIC RELATIONS MANAGER, CRISIS COMMUNICATIONS at Sephora

The title of the job caught my eye because I wouldn't typically associate Sephora, a makeup retailer, with having crises. However, it is a business and that comes with its own set of issues. While this job does list other requirements aside from handling crises, I do not think being responsible for all of the issues within the company would be something I would want to pursue. I am very much a creative person and want my work to reflect that, not just strategic problem solving efforts.

15/15 (1)

8 comments

Mary Cate Greeley 26d
I like the idea that this job focuses on

Frankie Ralbovsky 1m

Events Coordinator, Saks Fifth Avenue

I chose this job title because I think event coordinating is really interesting and I couldn't think of a better place than Saks. I would love to work with planning and promoting fashion based events in the oldest department store in North America. In this listing they list certain qualities one must have which include the ability to quickly assess a new environment and develop solutions that support the business strategy, creative with a strategic mindset along with the ability to turn concepts into action (etc.). All of the things they described I feel really describe me personally as well as excite me. I always thrive off of on your feet thinking and the "make it work attitude".

Events Coordinator, Saks Fifth Avenue job - S...
September 11, 2018 - Events Coordinator, Sak...

Jenna Bonura 1m

PARTNER PR MANAGER AT PINTEREST

I chose this job because I would love to work in New York City at a company that I love. Pinterest is one of my favorite sites because it helps me find inspiration. I love the job description because it focuses on how to help others discover/find what they love. It would be a dream to be a part of their communications team and incline others businesses to join Pinterest.

Partner PR Manager - Pinterest | Built In NYC
Pinterest is hiring for a Partner PR Manager in ...
builtinnyc

15/15 (1)

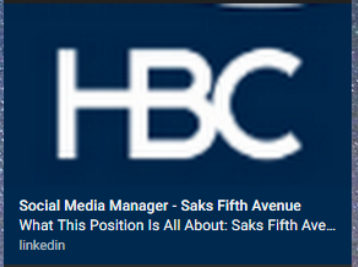
1 comment

Dr. Jennifer Robinette 21d
Hi, Jenna! This is a very interesting job. Great find! Now, you just need to comment on two of your classmates' posts. Which one of the jobs would you like and why and

milton_vargas1 19d

Social Media Manager - Saks Fifth Avenue.

I found and have actually applied to this job because it is actually something that I have some experience in. I have interned before with a professional photographer as an assistant, and most of my work was centered around content creating and managing social media accounts. I would actually love the opportunity to be able to do the same kind of work on a much larger scale with an International company like Saks Fifth Ave.



Social Media Manager - Saks Fifth Avenue
What This Position Is All About: Saks Fifth Ave...
linkedin

15/15 (1)

1 comment

Jessica Lasaponara 21d
This seems awesome! I noticed that and

Course Home
Announcements
Q & A
Messages
Syllabus
Schedule
Sign-up
Your Attendance
Your Grades
ORIENTATION
Class Notes
ASSIGNMENTS
SUBMITTED
Poster Gallery
DEBRIEFING
SurveyMonkey
Marist Library
Drop Box
Troubleshoot iLearn
About Your Professor

padlet

REMAKE SHARE

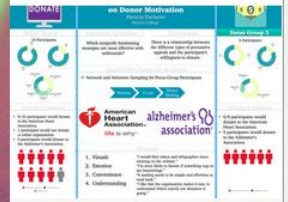
Dr. Jennifer Robinette +17 · 6mo

Spring '18 Capping Poster Gallery

- Post by clicking on the plus + sign under your Team Name.

Team 1-Public Health Nonprofit Fundraising

Patricia Fischetto 6mo



Capping Final Poster Design.pdf
PDF document
padlet drive

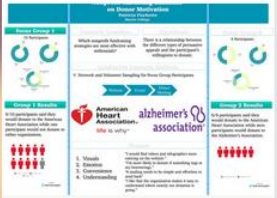
1

1 comment

Dr. Jennifer Robinette 6mo
APPROVED AWESOME job, Tricia! Print away!

Add comment

Patricia Fischetto 6mo



Capping Poster Draft.pdf
PDF document
padlet drive

Team 2-Microinfluencers

Amber Kelly 6mo

Team2-COM401-Sec111-Poster.pdf
PDF document
padlet drive

1

1 comment

Dr. Jennifer Robinette 6mo
APPROVED Outstanding work! You're printer-bound now!

Add comment

Amber Kelly 6mo

Team2-COM401-Sec111-Poster.pdf
PDF document
padlet drive

Team 3-Multicultural Influencers

Anonymous 6mo

Team3-COM401-Sec111-Capping Poste...
PDF document
padlet drive

1

1 comment

Dr. Jennifer Robinette 6mo
APPROVED Good job! Print it!

Add comment

Amanda Solieri 6mo

Poster

Team3-COM401-Sec111-Poster.pdf

Team 4-Millennial Mobile Phone Dependency

emma_stanton1 6mo

Team4_COM401_Sec111_PosterFinalFi...
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padlet drive

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Add comment

emma_stanton1 6mo

Team4_COM401_Sec111_PosterDraft2....
PDF document
padlet drive

1

2 comments

Team 5-Celebrity Social Media Influence

Anonymous 6mo

Team5_COM401_Sec111_PosterFinal.pdf
PDF document
padlet drive

1

1 comment

Dr. Jennifer Robinette 6mo
APPROVED - Before printing, Delete at the very bottom under your Conclusions block of text, it says "Insert your acknowledgements here. This research supported by..." That's from the template. Just needs to be deleted before sending off to a printer.

Add comment

Anonymous 6mo

Team Realit

Anon

Final De

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Dr. Je
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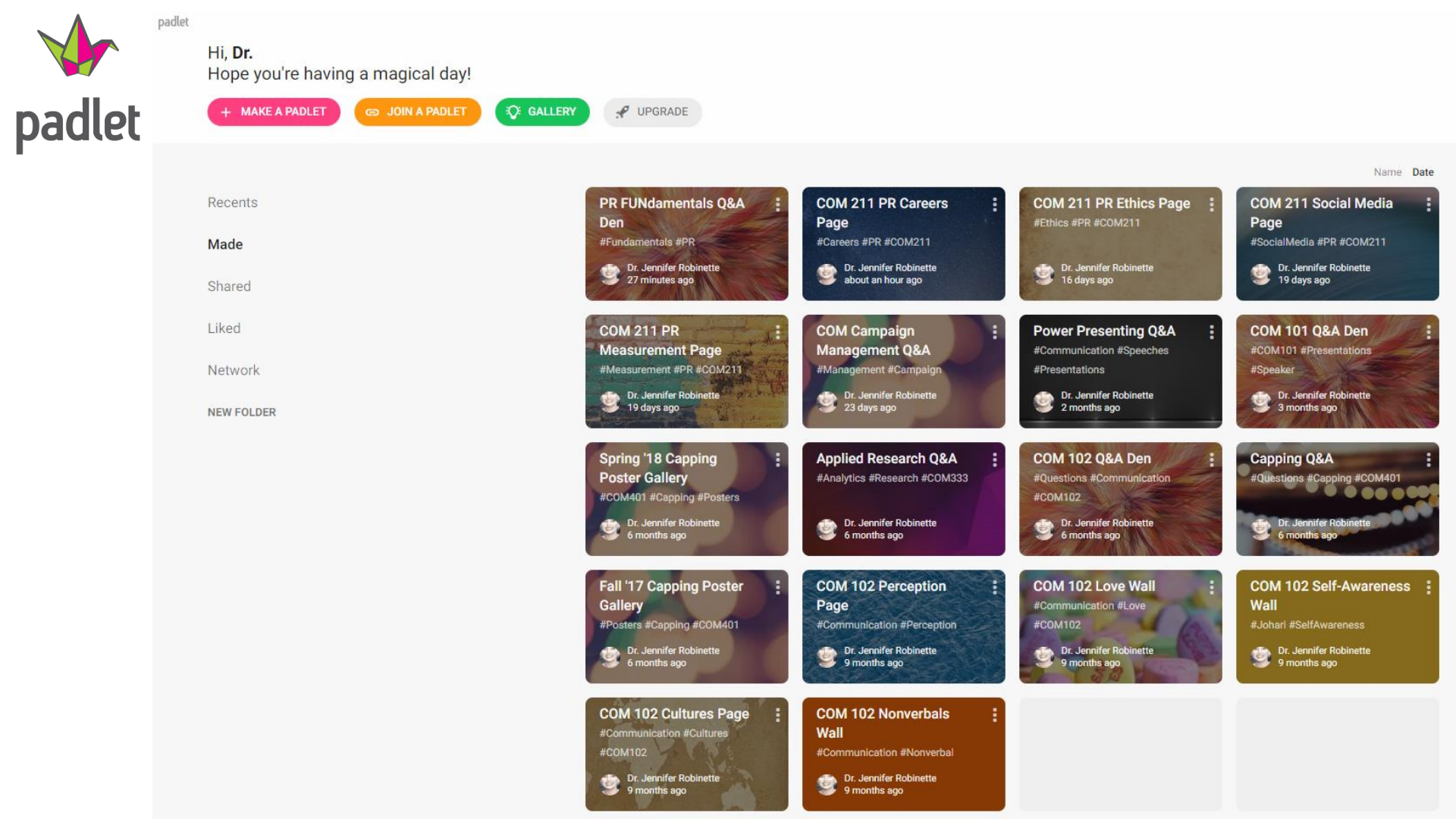
Add c

Anon


padlet
Hi, Dr.
Hope you're having a magical day!
MAKE A PADLET
JOIN A PADLET
GALLERY
UPGRADE
Recents
Made
Shared
Liked
Network
NEW FOLDER
Name
Date
PR FUNdamentals Q&A Den
#Fundamentals #PR
Dr. Jennifer Robinette
27 minutes ago
COM 211 PR Careers Page
#Careers #PR #COM211
Dr. Jennifer Robinette
about an hour ago
COM 211 PR Ethics Page
#Ethics #PR #COM211
Dr. Jennifer Robinette
16 days ago
COM 211 Social Media Page
#SocialMedia #PR #COM211
Dr. Jennifer Robinette
19 days ago
COM 211 PR Measurement Page
#Measurement #PR #COM211
Dr. Jennifer Robinette
19 days ago
COM Campaign Management Q&A
#Management #Campaign
Dr. Jennifer Robinette
23 days ago
Power Presenting Q&A
#Communication #Speeches
#Presentations
Dr. Jennifer Robinette
2 months ago
COM 101 Q&A Den
#COM101 #Presentations
#Speaker
Dr. Jennifer Robinette
3 months ago
Spring '18 Capping Poster Gallery
#COM401 #Capping #Posters
Dr. Jennifer Robinette
6 months ago
Applied Research Q&A
#Analytics #Research #COM333
Dr. Jennifer Robinette
6 months ago
COM 102 Q&A Den
#Questions #Communication
#COM102
Dr. Jennifer Robinette
6 months ago
Capping Q&A
#Questions #Capping #COM401
Dr. Jennifer Robinette
6 months ago
Fall '17 Capping Poster Gallery
#Posters #Capping #COM401
Dr. Jennifer Robinette
6 months ago
COM 102 Perception Page
#Communication #Perception
Dr. Jennifer Robinette
9 months ago
COM 102 Love Wall
#Communication #Love
#COM102
Dr. Jennifer Robinette
9 months ago
COM 102 Self-Awareness Wall
#Johari #SelfAwareness
Dr. Jennifer Robinette
9 months ago
COM 102 Cultures Page
#Communication #Cultures
#COM102
Dr. Jennifer Robinette
9 months ago
COM 102 Nonverbals Wall
#Communication #Nonverbal
Dr. Jennifer Robinette
9 months ago

Kahoot!

https://kahoot.it/

K!Pro | Kahoots | Reports | Create

CREATE KAHOOTS UP TO 3X FASTER!

Adding images to kahoot questions makes the game more engaging and impactful. The updated, built-in Kahoot! image library will save you time on finding relevant images for your next awesome game!

Learn more

Create a new kahoot

Quiz
Choose correct answer from multiple alternatives

Jumble
Drag answers in the correct order

Discussion
Ask a question to spark debate

Survey
Gather audience's opinions

Your Kahoot!

STATS

12	21	0
KAHOOTS	PLAYS	SHARES
66	140	7
QUESTIONS	PLAYERS	FAVS

COMMUNITY

- Read tips on our blog
- Join us on Facebook
- Share your experiences on Twitter
- Suggest an idea or feature

Kahoot!

K!Pro | Kahoots | Reports | Create

My Kahoots

Marist College PR New!
1 member Invite

Favorites

Shared with me

Invite new members!

COM418-Ch03

JRCommDoc

Created 19 days ago • 0 plays

Visible to only you

Play Challenge

COM418-Chs01-02

JRCommDoc

Created 19 days ago • 1 plays

Visible to only you

Play Challenge

COM418-Ch05

JRCommDoc

Created 19 days ago • 3 plays

Visible to only you

Play Challenge

COM418-Ch06

JRCommDoc

Created 19 days ago • 3 plays

Visible to only you

Play Challenge

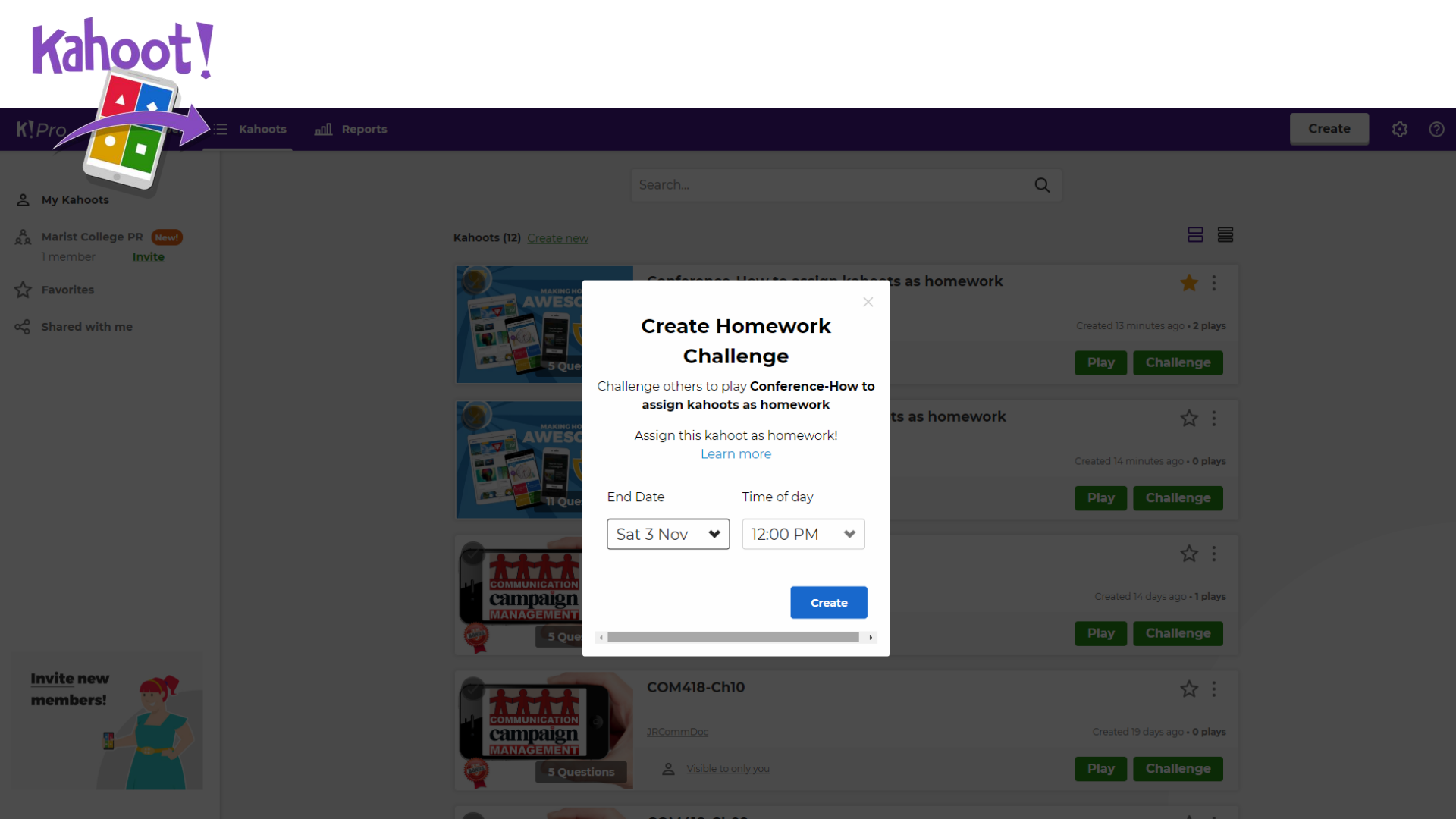
COM418-Ch04

JRCommDoc

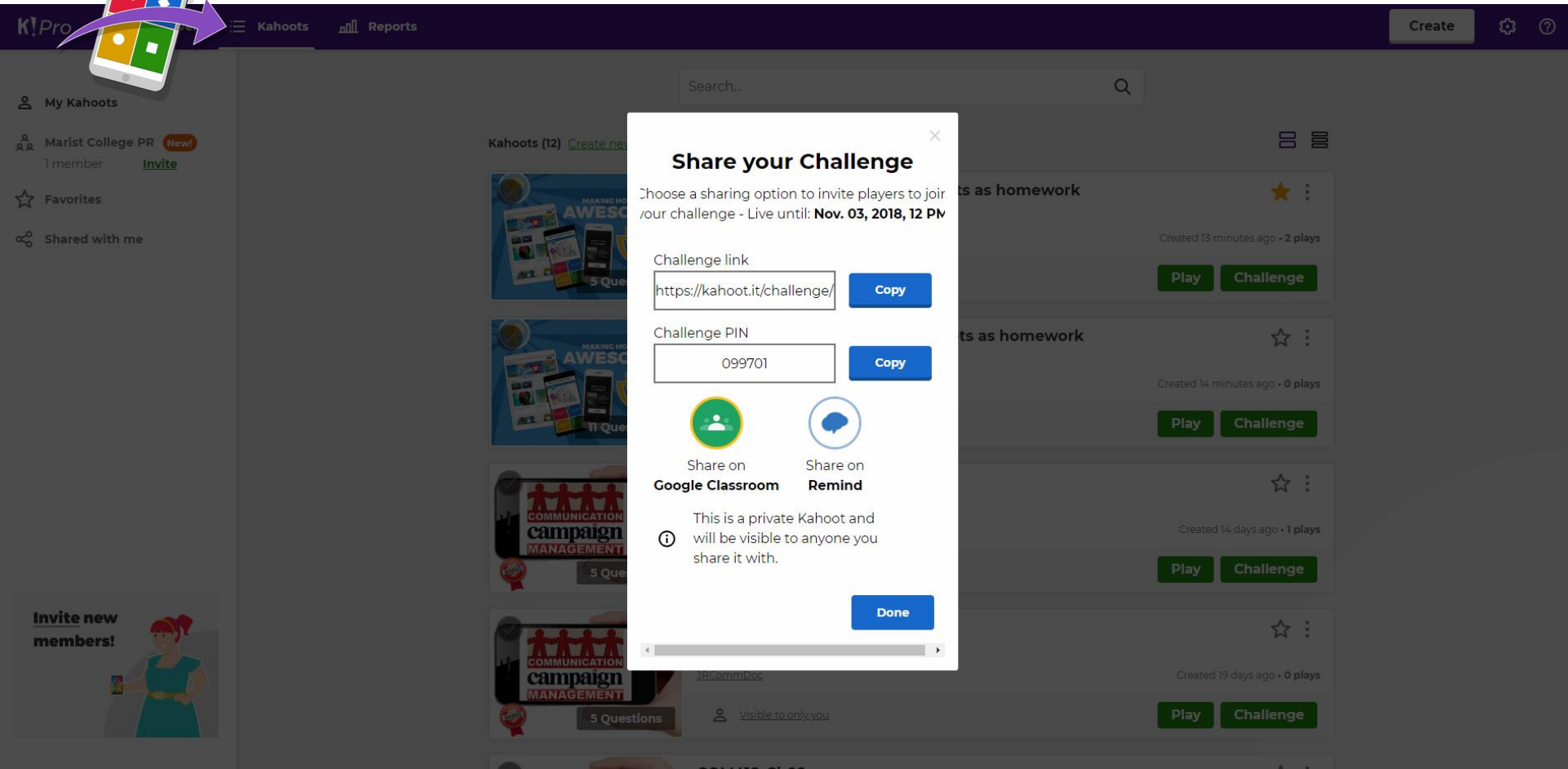
Created 19 days ago • 4 plays

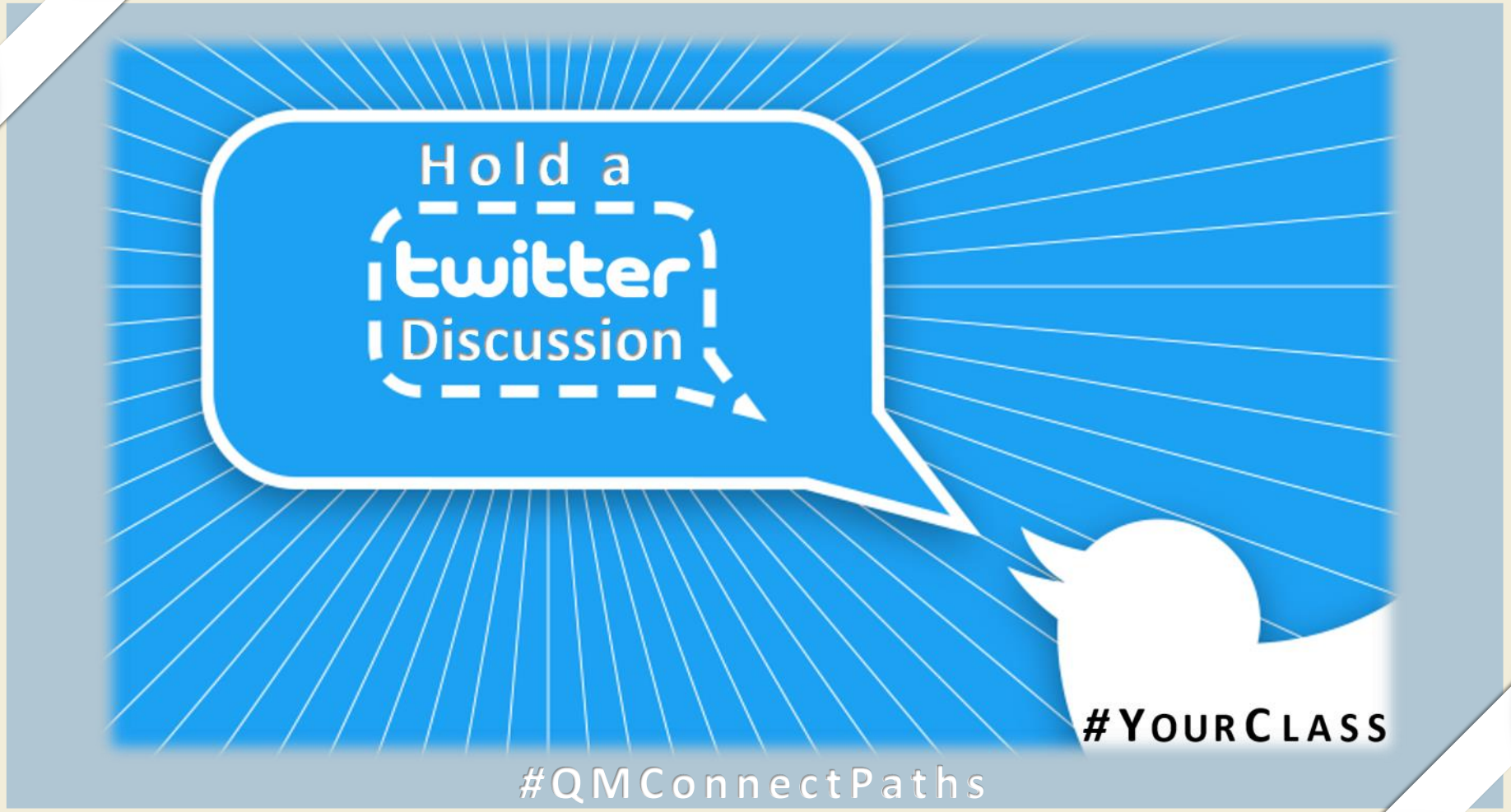
Visible to only you

Play Challenge


Kahoot!
Kahoots
Reports
Create
My Kahoots
Marist College PR
New!
1 member
Invite
Favorites
Shared with me
Search...
Kahoots (12)
Create new
Created 13 minutes ago • 2 plays
Play
Challenge
Created 14 minutes ago • 0 plays
Play
Challenge
Created 14 days ago • 1 plays
Play
Challenge
COM418-Ch10
JRCommDoc
Created 19 days ago • 0 plays
Visible to only you
Play
Challenge
5 Questions
Invite new members!
Create Homework Challenge
Challenge others to play Conference-How to assign kahoots as homework
Assign this kahoot as homework!
Learn more
End Date
Time of day
Sat 3 Nov
12:00 PM
Create

https://kahoot.it/challenge/099701





#QMConnectPaths

What's Your Best Instagram Time?

Engage with Imagery & Instagram Insights Analytics

8. In general, what do you think is the **best day** to post on Instagram?

- ◯ Sunday
- ◯ Monday
- ◯ Tuesday
- ◯ Wednesday
- ◯ Thursday
- ◯ Friday
- ◯ Saturday
- ◯ There is No Best Day

9. In general, what do you think is the **best time of day** to post on Instagram?

10. What do you think is the **single best day and time** to post on Instagram?

	Day	Time
...		

11. Why do you think so?

#QMConnectPaths

Social Media Bot Literacy Experiment

4. Please indicate how likely or unlikely it is that each statement below is true.

	Very UNlikely	Somewhat UNlikely	NOT SURE	Somewhat Likely	Very Likely
Some of my Instagram followers are social media bots.	○	○	○	○	○
Some of the Instagram accounts I follow are social media bots.	○	○	○	○	○

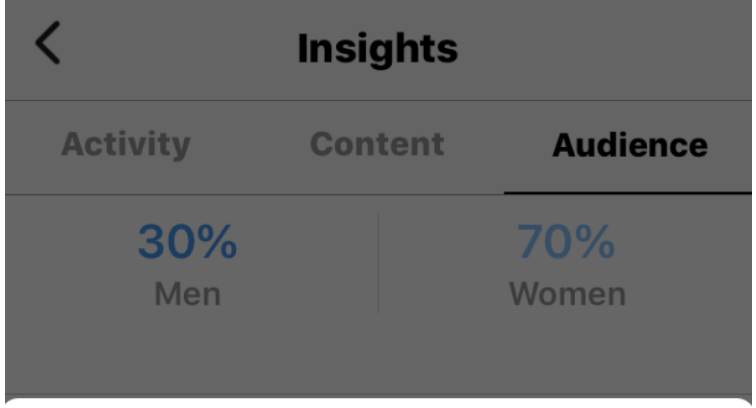
5. Why do you think so?

6. Please indicate how likely or unlikely it is that each statement below is true.

	Very UNlikely	Somewhat UNlikely	NOT SURE	Somewhat Likely	Very Likely
Some of the content on Instagram is posted by social media bots.	○	○	○	○	○
Some accounts on Instagram are social media bots.	○	○	○	○	○

7. Why do you think so?

#QMConnectPaths



Followers

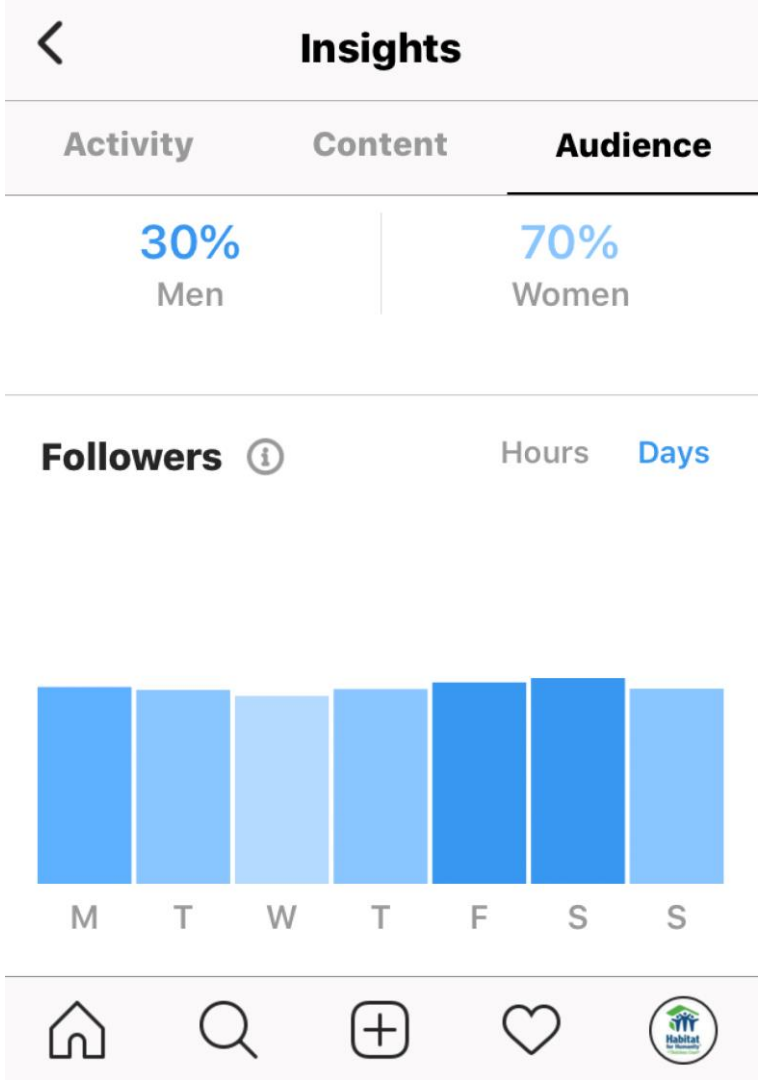
Average times your followers are on Instagram.

Followers - Hours

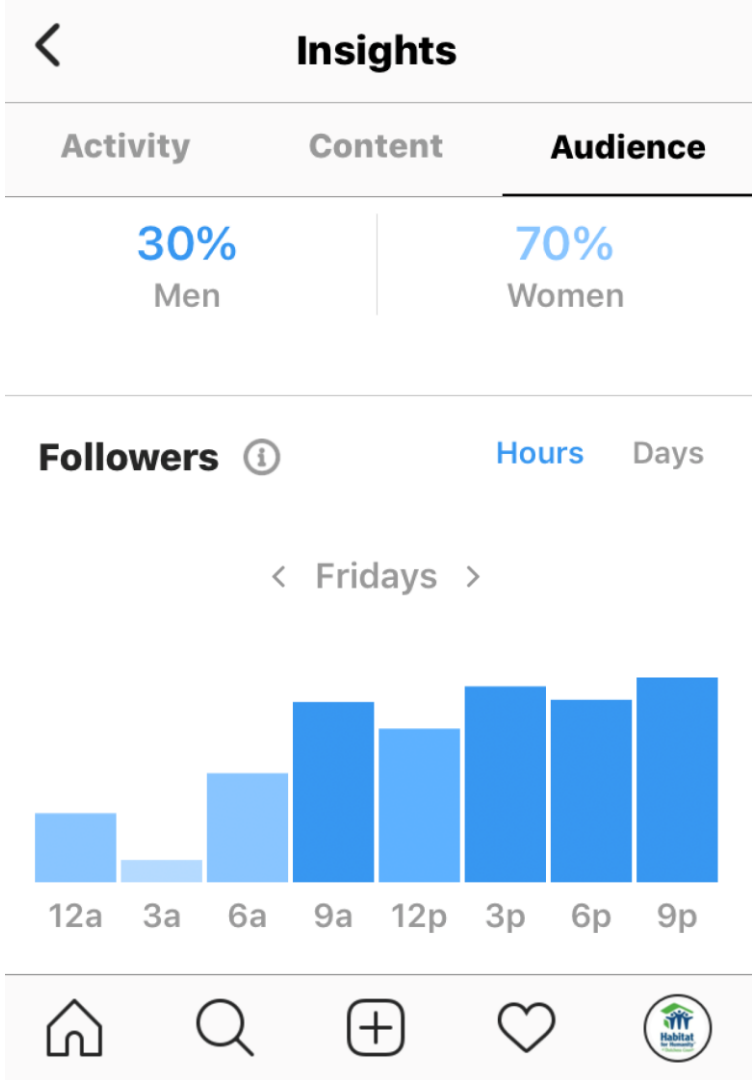
Average times when your followers are on Instagram on a typical day.

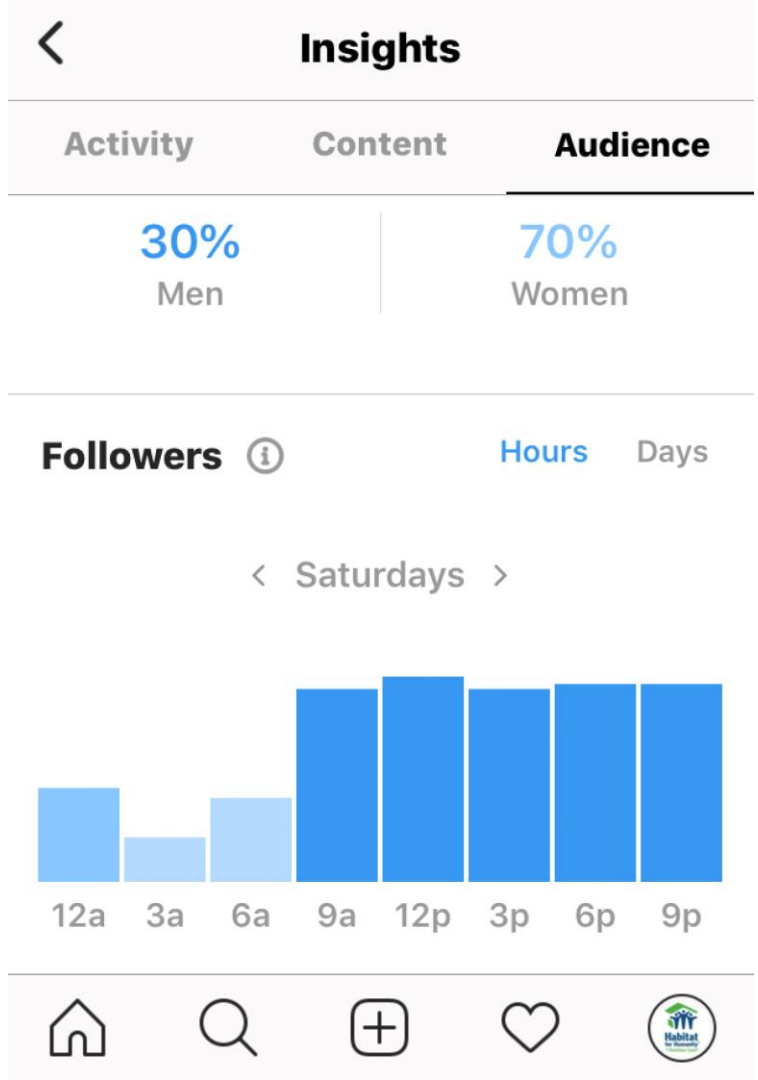
Followers - Days

The days of the week when your followers are most active.



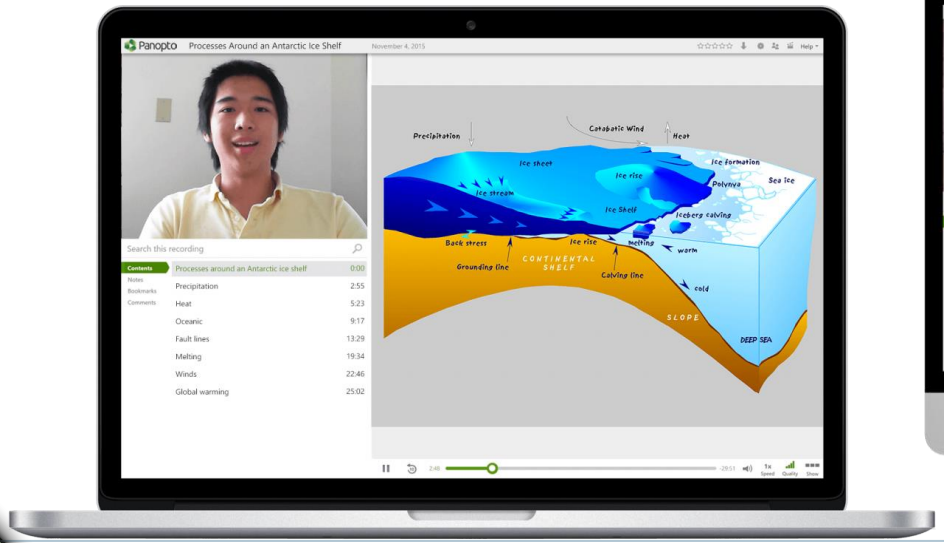
Instagram
INSIGHTS

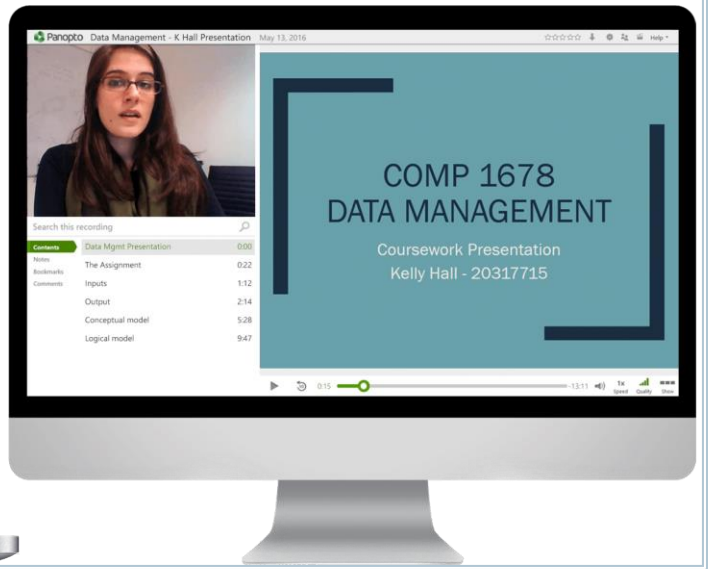

Insights
Activity
Content
Audience
30%
Men
70%
Women
Followers
Hours
Days
Fridays
12a
3a
6a
9a
12p
3p
6p
9p


Insights
Activity
Content
Audience
30%
Men
70%
Women
Followers
Hours
Days
Saturdays
12a
3a
6a
9a
12p
3p
6p
9p

Panopto™

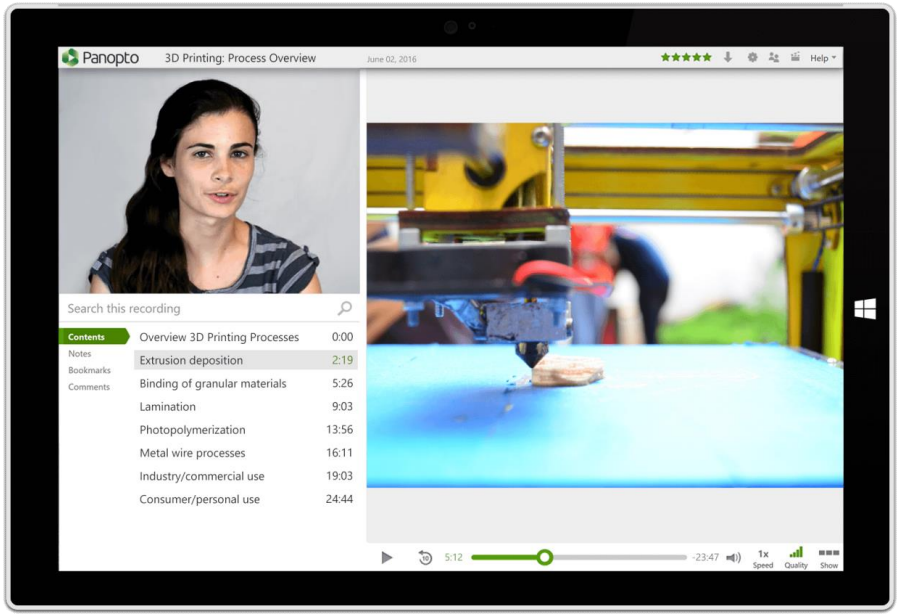
Capture or Stream





#QMConnectPaths

Panopto™



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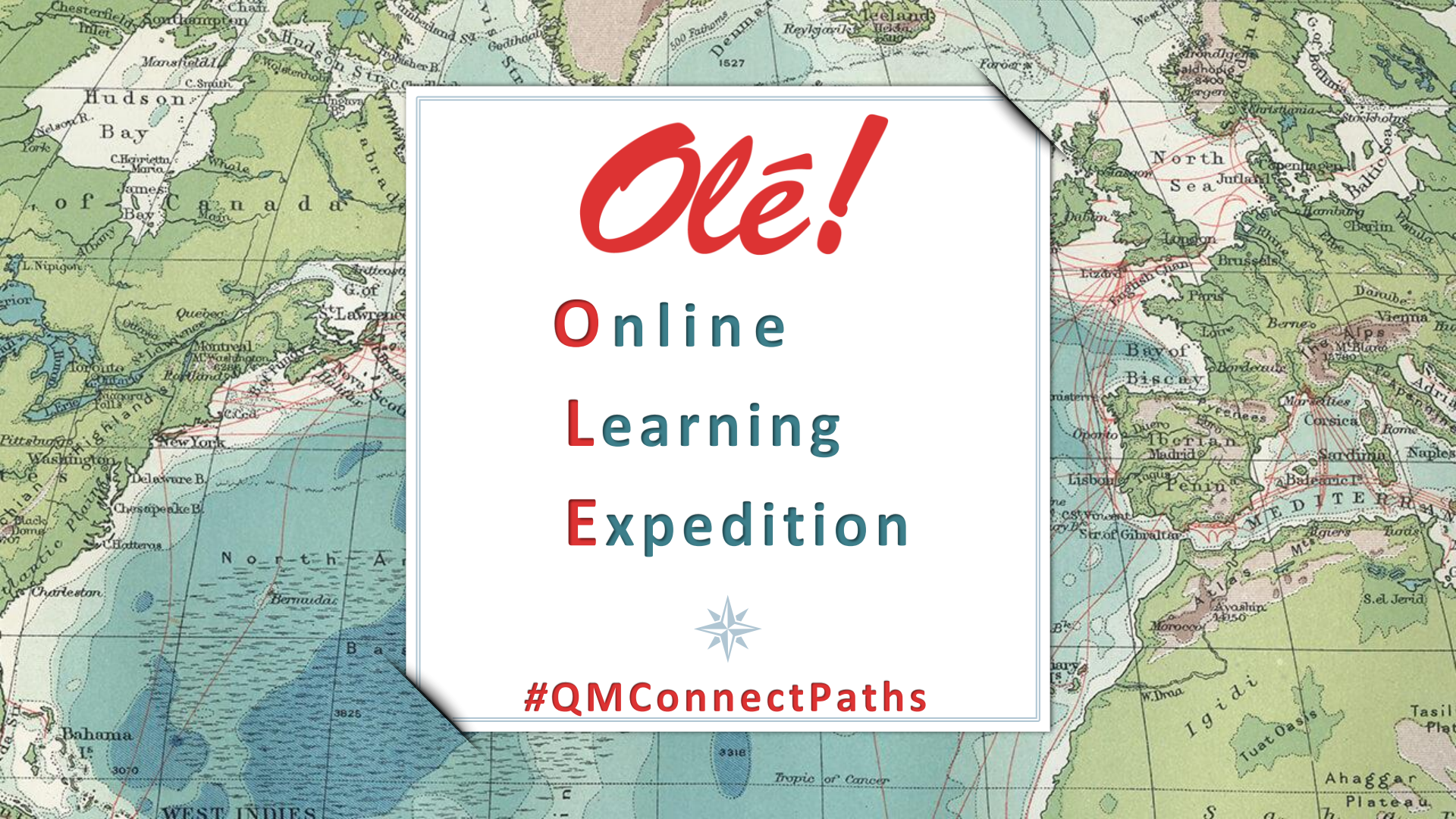

Olé!
Online
Learning
Expedition
#QMConnectPaths

#QMConnectPaths

Team up with a fellow Explorer…

Olé!
TEAM

#QMConnectPaths
@JRCommDoc
Blaze
Uncommon
Paths to Quality

#QMConnectPaths

Google Docs

Panopto

Kahoot!

Google Sheets

padlet

Instagram

Google Slides

twitter

LMS

✓ Article #1 LESSONS
✓ Article #2 SUBPAGES

LMS Tests
Quizzes

LMS
Comments

LMS
Checklists

LMS
Prereqs
Funnel
Attention

LMS
AUTO-GROUP

#QMConnectPaths

Expedition #1:
Team Poster "Design & Chat"

START

INTRA-GROUP
5 Teams develop
Poster Design Drafts

STUDENT-PROF
Professor provides
Feedback to Teams

INTRA-GROUP
Teams revise
Poster Designs

Final Designs
posted in a Gallery

ALL STUDENTS
"Chat Station" Style
Class Discussion

#QMConnectPaths

EXPEDITION #1

4:00

TEAM POSTER "DESIGN & CHAT"

Students assigned to 5 Teams develop Poster Design Drafts.

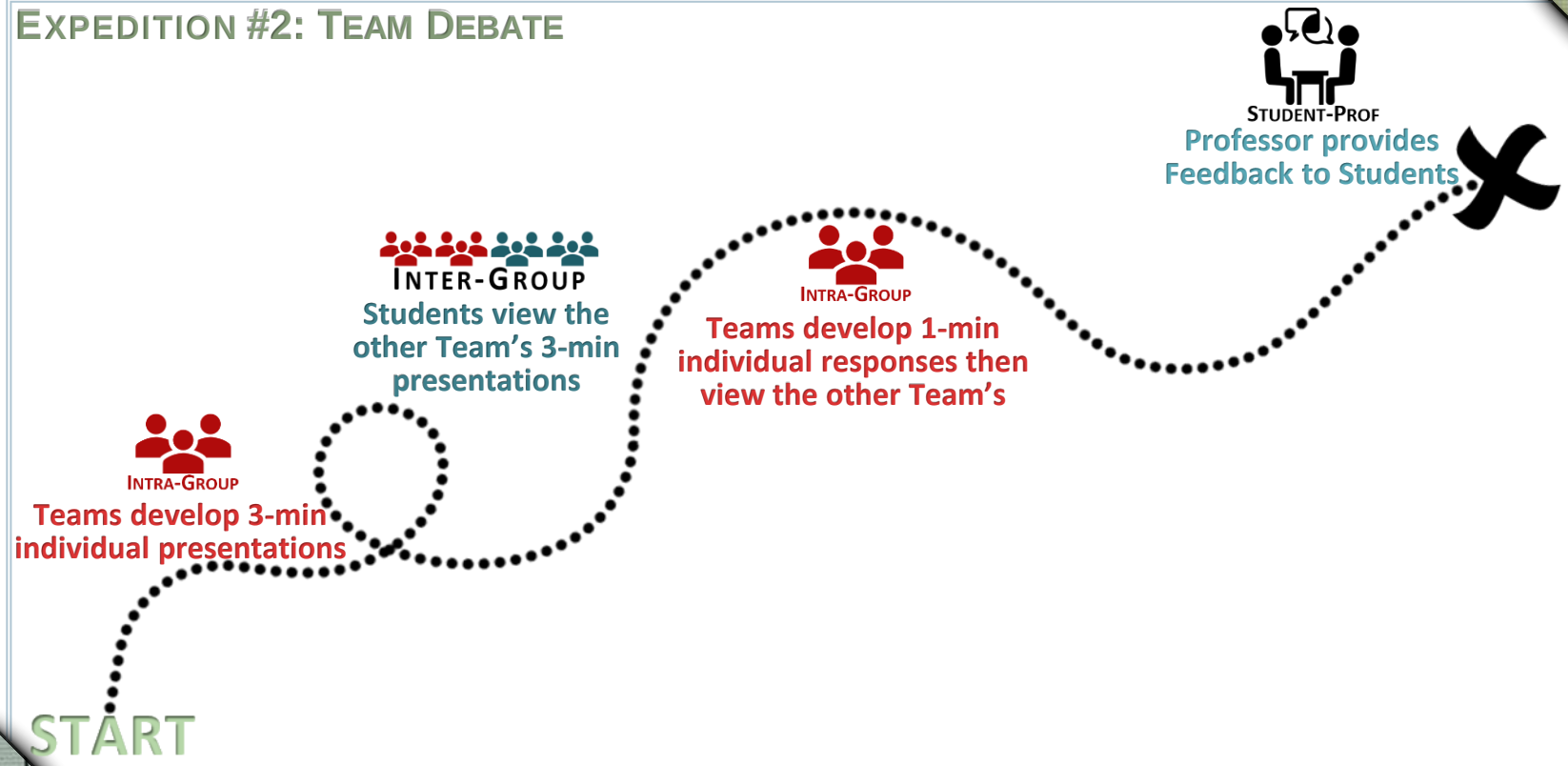
Professor provides Feedback about the Team Draft Designs.

Teams revise their Posters then post Final Designs in a Gallery.

"Chat Station" Style Discussion about the 5 Poster Designs.
Any Teammate can respond to "Chat Station" Questions.

#QMConnectPaths

Expedition #2: Team Debate



#QMConnectPaths

EXPEDITION #2

4:00

TEAM DEBATE

Students assigned to Debate Teams work together to develop 3-min persuasive presentations individually recorded by each Teammate.

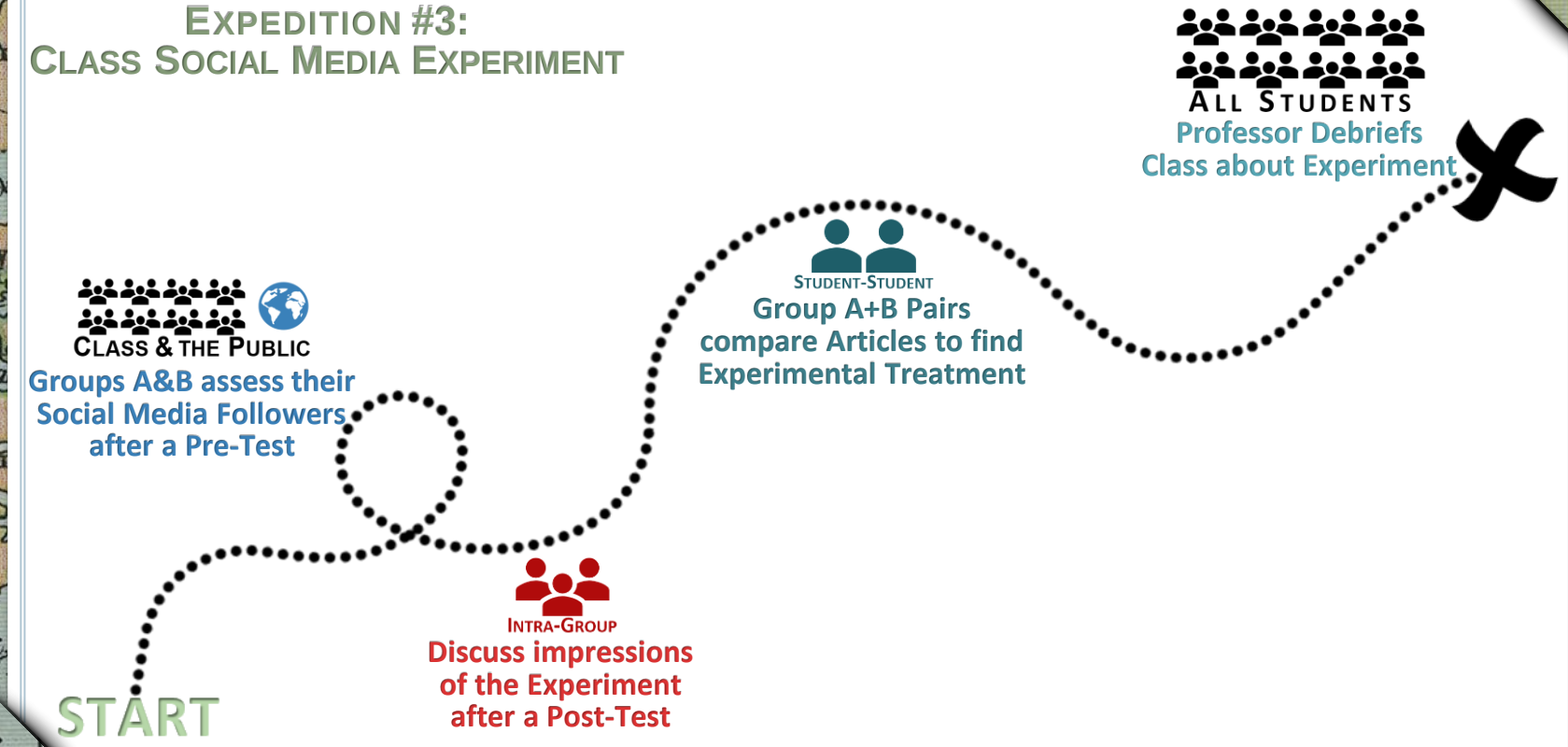
Students view the other Team's 3-min presentations.

Teams work together to develop 1-min responses individually recorded by each Teammate then view the other Team's responses.

Professor provides Feedback to Students about the Debate and their individual presentations and responses.

#QMConnectPaths

Expedition #3:
Class Social Media Experiment



#QMConnectPaths

EXPEDITION #3

4:00

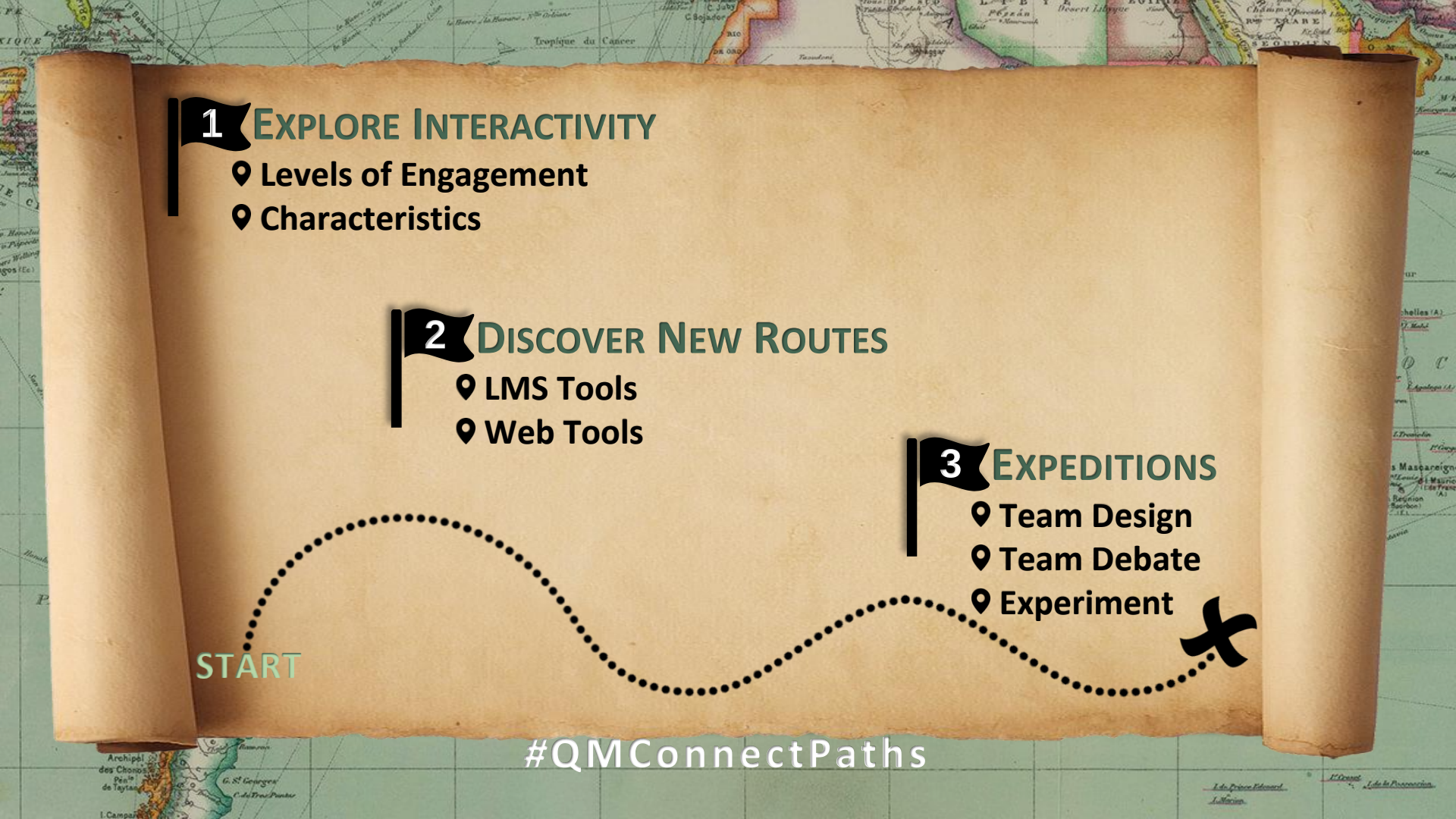
CLASS SOCIAL MEDIA EXPERIMENT

Students assigned to Control Group A and Experimental Group B complete an individual Pre-Test then read an article and follow directions for assessing their own Social Media followers.

Students complete an individual Post-Test then discuss what they think the Experiment was about with their Group.

Pairs created from 1 Group A member and 1 Group B member compare their articles to find the Experimental Treatment.

Professor debriefs the Class about the Experimental Procedures, Hypotheses, Research Questions, and Results.


1 Explore Interactivity
Levels of Engagement
Characteristics
2 Discover New Routes
LMS Tools
Web Tools
3 Expeditions
Team Design
Team Debate
Experiment
START
#QMConnectPaths

#QMConnectPaths

@JRCommDoc

Quality Paths Less Traveled in Online Learning

Dr. Jennifer Robinette
Assistant Professor
Marist College

Abyssinian Highlands 15200
G. of Aden
Sakotra
C. Guardafui
Somali Pen.
Laccadives
Andamans
Palk Str.
G. of Siam
C. Comorin
Ceylon 8295
Nicobars
Str. of Malacca
Malay Pen.
South China
Kinibalu 13700
East
Celebes
Borneo
Welle
Congo
L. Rudolf
L. Albert
Ruwenzori
Mt. Kenia
Stanley Falls
Victoria Nyanza
Kilimanjaro 19700
Maldives
Equator
Section IV
Seychelles
Chagos
Amirantes
Aldabra Is.
L. Tanganyika
Zanzibar
Livingstone Mts
Bangweolo
L. Nyasa
Comoro Is.
Madagascar
Sunda Is.
Sunda S.
Java
Flores
Cocos or Keeling Is.
Christmas I.
I N D I A N
Victoria Falls
Zambesi
Mozambique Chan.
Mauritius
Reunion 10070
Tropic of Capricorn
Kalahari Des.
Delagoa B.
Drakensberg
Vaal
Section V
O C E A N
New Amsterdam
Steep Pt.
Gibsons
C. Leeuwin
Australian Bight
C. Agulhas
Spencer G.