

**From:** Scott Daniels  
**Sent:** Wednesday, July 25, 2018 2:17 PM  
**To:** Anthony Yue <Anthony.Yue@msvu.ca>  
**Cc:** Kathryn Britten <Kathryn.Britten@msvu.ca>  
**Subject:** Summer 2018 Co-op Feedback for Faculty

Hi Tony,

As you know the Co-op Office conducts work site visits each term to touch base with both students and their supervisors about their experiences with the co-op program.

Once again this semester, the Co-op Office has accumulated some of the feedback data from our visits to share with faculty. Below is a highlight of some common responses for questions related to course work.

In total, 66 PR students went out on a work term in summer 2018. The majority of the students were completing PBRL 1188.

The classes students found most helpful on their work term were:

- PR Writing Courses (many said all writing classes completed to date were useful) (98%)
- Visual Design & Communication (27%)
- Audiovisual Communications (19%)
- Public Speaking (14%)
- Organizational Context of PR (14%)

When asked whether there were any ways in which the PR program could better prepare students for their work term, the most common responses were:

- A course focused on social media before co-op term I (26%)
- More/better graphic design training (26%)
- The other comments noted by 3-5 students included MS Office training, event planning, media relations training, and exposure to communication plans before the first work term.

Employers were more varied in their feedback, but the most common constructive feedback related to more instruction about event planning/management, graphic design, social media/analytics, understanding marketing vs. communications, and stronger basic writing skills (sentence structure, spelling and grammar).

Please let me know if you have any questions about this data. I will also provide this summary in the co-op report for the next department meeting in September.

Scott



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