Please use evidence-based data including year-end financial reports and historical data for comparison.

1. **Describe how resources are aligned with the campus strategic plan, which includes Engagement, Service, and the Public Good; Welcoming and Inclusive Campus; Student Success; and Academic Distinction.**

   Cal State LA currently hosts one of the largest Public Relations Student Society of America (PRSSA) Chapters in California. After being in operation for only a year and a half, this is remarkable.

   PRSSA directly aligns with Cal State LA in a number of critical ways.

1. **Engagement, Service, and the Public Good:** One of the primary goals of our chapter of PRSSA is public outreach. This is enhanced by our campus’ dedication to engagement, service, and the public good. As a member of PRSSA, our students are gaining the tools and knowledge to create campaigns and reach people. At the start of each new term, the members of PRSSA come together to plan their outreach for the semester. This has included projects for the Cal State LA food pantry; a Communication Studies Alumni night bringing students and alumni together to talk about successes and challenges; and many more. For the last year PRSSA has been focusing on growth and education. Now that we have a foundation, it is the executive board’s express interest to take their talents off campus. As indicative of our community, our PRSSA members come from local and diverse neighborhoods and they have an understanding of the unique problems they face. The executive board would like to create PR and media solutions to local neighborhood problems in 2018-2019.

2. **Welcoming and Inclusive Campus:** In 2017-2018 PRSSA was at the front of every Arts & Letters College welcoming event and every CSI welcoming event. We have a booth and will welcome anyone to join our team. PRSSA is also working to contribute to the image of Cal State LA in our networking and community outreach. Furthermore, in 2017 we made the decision to not set a GPA requirement for members (only executive board) so that anyone is able to join. The money received from A&L further contributed to us being welcoming and inclusive of member regardless of finances, which is something very few PRSSA chapters can say.
3. **Student Success:** PRSSA is the largest professional student association in the country. Its mission is to “provide exceptional service to our members by enhancing their education, broadening their professional network and helping launch their careers after graduation.” This mission is critical to student success. In the Public Relations profession, job placement is based on networking and skill. Our Communication Studies curriculum gives our students the skills, PRSSA gives them the networking.

4. **Academic Distinction:** Finally, PRSSA, and its parent operation, The Public Relations Society of America, is a professional society, and the only one of its kind in the field of Public Relations. As student members, our students have a distinction on their resume that sets them apart. Future employers both recognize and appreciate the level of preparation and experience that our students have that non-PRSSA members do not.

The Lottery fund was also applied to help pay for software purchases made this year were to continue to support the AVID Learning Partnership ($1500) and establish a connection with Inception Software ($21,961.91). These two softwares serve the two options in the TVFM BA. The ALP is predominantly focused on the TV/Film Option and Inception Software focuses on the Journalism Option. Both of these options have projects that depend upon this software that expand our departments work in areas of Service and Community engagement. Most notable of these are the work being done in TVF 4000 Community Impact Media, TVF 4540 Motion Picture Incubator and JOUR 3910 University Times. Each of these courses has a component that heavily uses the software supported with these funds to produce content which highlights and involves members of the surrounding community to CalState LA. The projects made in TVF 4000 were screened at the Hauser and Wirth gallery in DTLA, the films completed as a part of TVF 4540 MPI were screened publically on campus and have been submitted to national and international film festivals, and the University Times has a continued presence both online and in hard copy on campus.

In addition, the Lottery fund was used to purchase a new tuba for use in our department’s ensemble. Almost all of our students who come to Cal State L as tuba players do not have their own instrument. Prior to this purchase, we had just one quality instrument that students had to share. This will help the Music program tremendously.

2. **Provide key performance metrics to measure and sustain success.**

The objectives of the Cal State LA chapter of PRSSA are to encourage the understanding of current theories and procedures in the practice of public relations, to provide and promote a better understanding of the functions of public relations and its values, and to stimulate and encourage public relations professionalism through public relations education. Our chapter has achieved these objectives in a number of ways leading to our success. First, as an organization we have hosted professional development workshops using tools learned both in the classroom and at conferences. In the 2017-2018 academic year PRSSA hosted a resume building workshop, a portfolio writing workshop, an alumni networking event, office tours of Public Relations firms, and fundraisers to raise money for continued travel for our members.

Sustaining success will be dependent on the continued professional development of our students, continued attendance at conferences where the students are able to network and learn from professionals, and continued events showcasing their professional abilities in an academic setting.

Finally, the biggest metric of success has been the growth of PRSSA. In 2017 we had 32 members, now we have 68. In the eyes of the National PRSSA association, we have grown from a small organization to a large one.
The ALP provides built in metrics, as each student who takes the course that the software is associated with takes a user certification test upon conclusion of the course. The pass rate of this certification test has steadily improved since the program being introduced and now has more than a 90% pass rate. In addition to this, the Director of the Internship Program, Bridget Murnane, noted that AVID Certification has helped students be successfully placed in internships. Moving forward, the Department will work more closely with AVID, the Internship Program and the Assessment Committee to gain more specific metrics to support this anecdotal data.

The Inception Software was purchased at the end of the Spring Semester, so has yet to be fully integrated into the curriculum. The impact of this resource will be tracked during 2018-19.

3. Describe program outcomes and results. Identify challenges encountered.

Our PRSSA program outcomes were two-fold:

1. We were able to financially support 60 student-members who would otherwise not be able to join a club with $55 dues.
2. We were able to send our executive board to network at a National meeting and bring back both enthusiasm and increased knowledge.

The main challenge we will encounter is regarding moving forward. Our organization costs money to be a member. Since we are a National organization, to hold the PRSSA distinction costs each member $55. While we were able to cover this for most students through the money received this year, going forward it will be prohibitive for many of our students.

The TVFM Department’s enhanced technical currency made possible by this Lottery award has enabled the expansion of instructional applications of key software (AVID and Inception) for upgrading the technical profile and instructional capacities of the program for our students, both undergraduate and graduate. Additionally, these upgrades allow us to pursue revenue generating course offerings at the DTLA campus in partnership with Page. The Department is moving forward with plans with PAGE to offer the ALP Certification classes at the DTLA campus and hopes to launch them as soon as Spring 2019.

A constant and most problematic challenge is the seeming inevitable bureaucratic disconnects from department acquisitions of new software licenses with the institutional pipeline from purchasing to contracting for campus adoption to installation to implementation.