

*Pick Up GolinHarris Booklet & Skim, Please!*

# Sustaining the Classroom Partnership

CTLT Symposium for Teaching and Learning  
January 6, 2010



# The Sustainable Partnership

- YOU can do this, if you ...
  - Know alums or professionals in your discipline.
  - Contact experienced faculty in your department/school.
  - Utilize the ISU Alumni Services Resources.
  - Belong to professional organizations in your discipline.



# The Classroom Challenge

- Tom Lamonica, Instructor, Intro to PR
- Introducing Public Relations
  - A process
    - Definitions ?
    - Strategic Communication Pyramid !
  - A behavioral approach
    - ? (2006-09)
    - ! (2009- ...)



# Alumni Contact Leads to Solution

- Sustained Connections
  - **FACULTY COLLEAGUE: Dr. Pete Smudde**
    - ISU Assistant Professor of Public Relations
    - PRSSA Chapter Advisor
  - **ALUM: Danika Kmetz**
    - ISU SOC Class of '09
    - 2008-09 President, Public Relations Student Society of America Chapter at ISU
    - Assistant Account Executive, GolinHarris PR
  - **PR FIRM: GolinHarris**
    - (worldwide HQ in Chicago)
    - Big Mac's PR Firm for 50+years!



# Introducing Danika Kmetz

- With the help of
  - GolinHARRIS
  - The ISU Chicago Office
  - The CTLT Staff
  - You!
- Your Questions ?



# The Sustainable Partnership

- Connecting with Alumni & Professionals ...
  - Time
  - Talent
  - Treasure
- Involved Students become involved alums
- Students Connect with Faculty, First!



# The Sustainable Partnership

- Your Questions for me?

