MISSION STATEMENT:

The Shawn M. Donnelley Center for Nonprofit Communications

The Donnelley Center offers communication students an opportunity to assist nonprofit organizations in the New Orleans community with advertising and promotional campaigns, providing services as simple as the design of a flyer, or as complex as an integrated communications campaign.

OBJECTIVES/GOALS:

The Shawn M. Donnelley Center is an excellent example of a program making a positive impact on the community. The center offers a technologically advanced environment in which students gain hands-on experience with real communications planning and implementation while helping clients in need of their assistance. Students apply their skills in print, photography, web design, advertising and public relations to provide work free of charge to nonprofit organizations to help them inform the community about their services.

ASSESSMENT (What assessment tools are you using and how do they address the objective/goals cited above?):

There is no formal assessment tool. We measure our effectiveness by the satisfaction of our clients and the quality of work done by the students.

WHERE ARE THE ASSESSMENTS LOCATED?

EVALUATION METHODS (How were the assessments evaluated?):

RESULTS/OUTCOMES:
USE OF RESULTS (What modifications, adjustments were made based upon the evaluation of the assessment materials?):

If a client is dissatisfied, we will revise the project. Our conversations with our clients may lead to modifications in projects. Ultimately, we want the project to be used by the client and will keep revising it as necessary.

RESOURCES/TIMELINE/APPROVALS (Based upon the modifications/adjustments included in the USE OF RESULTS section, identify the timeline, resources and approvals required to implement the change.):

SIGNATURE: DEPT. CHAIR/DIRECTOR
Name: 
Date: 
Final Approval:

SIGNATURE: DEAN/VICE-PRESIDENT
Name: 
Date: 11/15/11
Implementation Date: