



Community Partners Program

Course Description

The Community Partners Program is an annual project of the public relations major capstone course, Public Relations Campaigns, during which students develop comprehensive public relations plans, including the development of materials, for one or more nonprofit, community-based organizations.

Overview

- The program is held every spring semester and sometimes during the fall semester.
- Students divide into groups that act as public relations “agencies.”
- Each student group works throughout the semester to develop a strategic public relations plan for the selected organization(s); this includes conducting research and developing goals, objectives, strategies, tactics and creative materials based on research findings.
- Groups “pitch” their plans to the client for implementation at the end of the semester.
- The nonprofit partners are given all materials upon completion.

Previous Partnerships

2016:	Chautauqua Works	The Resource Center
	Girl Scouts of Western New York	Salvation Army Dunkirk
	American Red Cross, Western New York Chapter	
2015:	Chautauqua Lake Child Care Center	Chautauqua County Health Network
	Jamestown Audubon Society	Lake Erie NY Chapter 4 Blue Star Mothers of America
2014:	Greystone Nature Preserve	Chautauqua Rails to Trails
2013:	CBA Vision Rehabilitation Services	Chautauqua Area Habitat for Humanity
	Child Advocacy Program of Chautauqua County	
2012:	Chautauqua County Teen Pregnancy Prevention Coalition	
	Dunkirk Free Library	Infinity Visual & Performing Arts
2011:	CASA of Chautauqua County	Campus and Community Children’s Center
2010:	Chautauqua County Fair	Chautauqua County Rural Ministry
2009:	Das Puppenspiel Puppet Theater	Boys & Girls Club of Northern Chautauqua County
2008:	The 1891 Fredonia Opera House	Literacy Volunteers
2007:	Lakeshore Humane Society	Chautauqua Watershed Conservancy
2006:	Chautauqua Adult Day Services	
2005:	YWCA of Westfield	
2004:	United Way of Northern Chautauqua County	
2003:	Lake Shore Family Center	
2002:	Centaur Stride	
2001:	Silver Creek Montessori School	

About the Instructor

Ann R. Carden, associate professor of communication, has 31 years experience in public relations; she has taught at Fredonia since 2001. Ms. Carden is the co-author of "Public Relations Writing Worktext: A Practical Guide for the Profession" and has written chapters for several other books. Her work has appeared in several scholarly journals, as well as professional publications. She is the recipient of 17 Excalibur Awards for excellence in public relations programming presented by the Buffalo/Niagara chapter of the Public Relations Society of America. She was named the chapter's Public Relations Practitioner of the Year in 2001 and is Accredited in Public Relations by PRSA. She also has been inducted into PRSA's College of Fellows, the highest distinction granted by PRSA. Ms. Carden received a master's degree in public relations management from Buffalo State College and a bachelor's degree in broadcast journalism from West Virginia University.