Guidelines for Educators

2016 Fellowship for Educators

Background

- The Fellowship is designed with the dual purpose of exposing professors to the current day-to-day operations of the public relations function and in creating an exchange of information and ideas that will enhance the professional development of both the educators and the practitioner-sponsors.
- Key beneficiaries are public relations students, who can be assured that their professors are knowledgeable in the current practices and issues facing practitioners and that practitioners have a greater appreciation for the value of theory and research from the classroom in today’s public relations work.
- The Plank Center is acting as convener of the program, using its standing and visibility to help draw attention to the program; marketing the program to both educators and organization leaders; and helping coordinate the application process, the “match” with sponsoring organizations and the Fellowship details.

Expectations

- Educators selected as Fellows will spend at least two full weeks in the offices of the sponsoring organization with which they have been matched. Matches are based on specific areas of interest, expertise, and geographic preference.
- The period of the Fellowship typically occurs in June or July although in some cases it occurs in the fall or spring. The dates are as agreed upon by both parties.
Educators will each be assigned a “host” and mentor in their sponsoring organizations during their residencies.

Prior to the residency, the educator and the sponsor will develop a work plan to achieve the expected outcomes of both parties and an agenda for the residency that will maximize their time together.

In exchange for their time in residency, the educators will use their own expertise to assist the sponsoring organization with a particular project; conduct a workshop or seminar for the staff of the sponsoring organization; conduct a research project of value to the sponsoring organization; or produce a report or white paper highlighting their impressions, key takeaways and recommendations for how the sponsors can develop new proficiencies in a key discipline; or develop proprietary knowledge in existing or new areas of strategic focus.

Any research, articles, curriculum or critical intellectual contributions developed during their residencies will be the property of the educators and their colleges or universities. However, any published work following the residency may not cite business plans, major projects, client projects or agency work without the express permission of the sponsoring organization. It is also expected that the educators will share their work and any findings directly with the sponsors so that mutual benefit is assured, from a knowledge perspective.

The educator will be expected to execute a non-disclosure agreement with the sponsor to ensure the integrity of all proprietary information that may be presented or shared during the period of residency.

The educator will be supplied with a workspace by the sponsoring organization. Telephone, facsimile, photocopying and computer access will be available. Advance notice will be required for computer access to determine whether the sponsor or the educator will supply a computer for use.

Following the residency, it is expected that the educator will invite the sponsor to spend up to two days on the educator’s college or university campus with faculty, administrators and students for the purpose of sharing the organization’s perspective and key learnings from the Fellowship.

The educator and the sponsor will be expected to complete an interview session with the Plank Center for feedback on the value of the Fellowship for both parties.

The educator and the sponsor will agree to participate in interviews in the public relations and academic media, as the Plank Center seeks to provide visibility for the program.

Expenses

The educator’s college or university is expected to bear the cost of travel from the home location to the site of residency, based on the match.

The sponsoring organization will be expected to reimburse up to a maximum of $3,000 for per diem costs that the educator incurs during the two-week
residency (or an agreed-upon maximum should the fellowship be longer than two weeks). All per diem costs presented for reimbursement will need to be filed in accordance with the sponsoring organization’s travel and entertainment reimbursement practices. All per diem costs must be presented to the sponsoring organization no later than two weeks following the completion of the residency.

If you have questions or would like more information, please contact Dr. Karla Gower, at gower@apr.ua.edu.