

September 4, 2009

Mrs. Kay Bishop  
Tupelo Public School District  
P. O. Box 557  
Tupelo, MS 38802

Dear Mrs. Bishop:

Thank you for agreeing to be a client of the Public Relations in Organizations course (CO 4813) for the fall 2009 semester. You have been assigned a group of five students who will work with you this semester. Their names, phone numbers, and email addresses are listed at the bottom of this letter.

The Public Relations in Organizations course is designed to give students an opportunity to culminate the knowledge they have gained in public relations and apply it to a real campaign situation. Your participation in this effort will give the students critical experience working with a client and a real public relations challenge.

To make this experience the best opportunity for both the students and your organization, I ask that you agree to the following guidelines:

- You should have a campaign project that can be realistically researched and a plan developed within the limits of one semester by a small group of students.
- You will serve as the organizational representative and primary contact for the students.
- Your project will allow the students to fully develop a campaign. The students should not be used to implement an existing campaign.
- Your organization agrees to cover any reasonable expenses incurred during the project's development. For example, if you ask the group to administer a mail survey before developing the plan, your organization must cover postage, envelopes, and the cost of reproducing the copies of the survey.
- You will be available for a reasonable amount of time to direct students to information about your organization, the public relations challenge or opportunity you are facing, and the target publics you intend to reach. In addition, you will be available for the proposal presentation toward the end of the semester.
- Following the campaign presentation, you agree to assess the project and return the assessment to me so I can factor this into the group's project grade.
- If you implement the campaign, or any part of the campaign, you agree to give the students credit for their ideas and creative efforts.

As a client, you can expect the following from your group:

- The students will research your organization, the public relations challenge, and the target publics. They will present this research to you in their report.
- They will work with you to identify and analyze key target publics for the situation.
- The students will develop a proposal for a comprehensive communication campaign to address your public relations challenge. This proposal will include communication strategies and tactics for reaching your target public(s). The group will include sample tactical elements, a proposed budget, a recommended timeline for the campaign, and an evaluation plan.
- They will provide you with **ONE** copy of this proposal.
- The group will keep you informed of their progress on the project.

The opportunity to work with clients like you is an integral part of our students' education. Should you need to contact me at anytime during the semester, please call me at (662) 325-5163 or email at [lwalton@comm.msstate.edu](mailto:lwalton@comm.msstate.edu).

Sincerely,



Dr. Laura Richardson Walton, APR  
Assistant Professor

**Group Members:**

Lyndie Bishop	(662) 401-2768	<a href="mailto:lmb283@msstate.edu">lmb283@msstate.edu</a>
Laney Grantham	(601) 668-3483	<a href="mailto:erg55@msstate.edu">erg55@msstate.edu</a>
Jenny Hamilton	(850) 572-2747	<a href="mailto:jkh158@msstate.edu">jkh158@msstate.edu</a>
Katie Haynes	(318) 669-3456	<a href="mailto:kfh27@msstate.edu">kfh27@msstate.edu</a>
Adam Shields	(662) 386-5980	<a href="mailto:adam.m.shields@gmail.com">adam.m.shields@gmail.com</a>



## The GAP Survey

We are students from Mississippi State University who have created a new dropout prevention campaign called *the GAP*. We need your help in determining how involved the community is in the Tupelo Public School District. At your convenience, please take the time to complete this survey but understand that you may stop at any point. This information will be used for academic purposes only, and the data collected will remain confidential. Thank you for your time and feedback.

1) What is your role in the Tupelo Public School District?

- Student
- Parent
- Faculty member
- Community member

2) Where do you get most of your information about the Tupelo Public School District?

- Students/my children
- Newspaper
- School publications
- District publications
- District/School employees
- Tupelo Public School District Web site
- Other adults/friends
- Other (please specify)

If you selected other, please specify:

3) How informed are you about what is going on in the Tupelo Public School District?

- Very well informed
- Pretty well informed
- Somewhat informed, but I would like to know more
- Not informed at all, but I would like to know more

4) How would you MOST like to receive information about the Tupelo Public School District? Please rank your preference from MOST LIKE to LEAST LIKE.

- 1) Choose One
- 2) Choose One
- 3) Choose One
- 4) Choose One
- 5) Choose One
- 6) Choose One

5) How important to you is your child(ren)'s success in the classroom?

- Very important
- Important
- Somewhat important
- Not important

6) In what ways are you involved in your child(ren)'s education?

- PTA/O
- Homeroom volunteer
- Help with homework
- Field trip volunteer
- Read at home with your child
- Login to ActiveParent to check on your child(ren)'s grades

7) Do you feel that your child(ren) receives a proper amount of support from his/her teachers and school administration?

- Yes
- No

8) Is technology used in your child(ren)'s classroom?

- Yes
- No
- Not sure

9) How often does/do your child(ren) participate in project-based group work in the classroom?

- Daily
- Twice a week
- Once a week
- Less than once a week
- Not sure

10) How confident are you that your child(ren) will graduate? (5 being most confident,

1 being least confident)

5 4 3 2 1

11) How important do you feel community involvement is to the education of Tupelo's youth? (5 being most important, 1 being least important)

5 4 3 2 1

12) What do you think is the approximate dropout rate for the Tupelo Public School District?

10%

20%

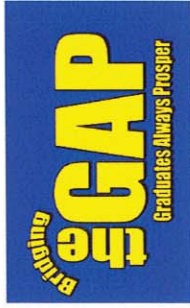
30%

40%

Thank you again for your time and support of **the GAP** and the Tupelo Public School District.

Submit Survey

[Online Survey Software powered by Vovici.](#)



## We Need Your Help

Mississippi State University students are promoting *the GAP*, a dropout awareness campaign for the Tupelo Public School District.

Please go to [www.tupeloschools.com](http://www.tupeloschools.com) and fill out the short survey. Thank you for your time and feedback.

The school with the most returned surveys will have a Pizza Party with MSU's mascot Bully!

*\* Have a parent sign and return the last page of the survey*

*If you have any questions, please email  
[the.GAP.tpsd@gmail.com](mailto:the.GAP.tpsd@gmail.com)*

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9-12-09

**TPSD seeks community  
input on online survey**

■ TUPELO – A group of Mississippi State University students are partnering with the Tupelo Public School District to increase community awareness and involvement in dropout prevention in its schools.

As a first step, MSU students are requesting parent and community feedback through a short survey at [www.tupeloschools.com](http://www.tupeloschools.com). The survey will go live on the Web site on Monday.

*Daily Journal, wire reports*