Bateman Best Practices

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Faces of Wellness

Kent State University Bateman Gold Team
Latisha Ellison
Daniel Henderson
Taylor Pierce
Lauryn Rosinski
Rachel Stevenson

Timothy Roberts, Faculty Adviser
Lyndsey Fortunato, Professional Adviser
How are faculty and teams selected?

**Teams**

- Faculty select students for two teams.
- Look for good writers, strategic thinkers, designers, solid time managers and good overall GPAs.
- Not everyone has to be a star.

**Faculty & Advisers**

- Rotate the faculty leadership.
- Invite Bateman alumni to serve as professional advisers.
How does Bateman fit with curricular and extra-curricular opportunities?

- Two teams
- Elective practicum for three academic credits
- Encourage them to plan for this commitment.
Biggest Challenges

1. Dive straight into tactics before they have completed research or formed objectives and strategies.

2. Advise students to “Think Big,” and sometimes the big ideas are difficult to implement.

3. Primary research is often lacking

4. Need to coordinate communication with two teams to avoid contacting same people and organizations.
Advice to students?

• **Empower students to choose direction**; encourage to take the road less traveled.

• **Conference calls with clients are critical.** Listen from the start.

• **The research must be complete.** Teams MUST show their campaign was grounded in research. Begin process in fall.

• **Demonstrate a strategic approach.** Create smart objectives, logical strategies that back up these objectives, and doable tactics. Judges scrutinize measurement.

• **Eye-catching cover, well-designed, and easy-to-read casebook.** Readability is the number one factor.
Outcomes

• **Recognition.** Strengthens reputation of students and program.

• **Personal growth.** Bateman students tend to have more confidence in their abilities and often are among the first graduates to land jobs.

• **Leaders.** They guide their peers in the PR Campaigns capstone course and other courses, PRSSA, etc.
Building a winning culture

• Clearly communicate Bateman is a **ton of work**, but the **ROI** is significant.

• Look for students who are **motivated**.

• Students don’t have to be the most talented, but they must be **team players** and **excited** about the opportunity.

"The entire team has put countless hours into this campaign and has learned how to provide effective solutions for the challenge at hand for which they deserve this great honor.”
- Bateman Alum & Professional Adviser

"The key to our team was how well we were able to work together as a group," Sager said.
- 2nd Place Team Member, 2013