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Using Public Relations Analysis to Study the Role of Perception of a Student Organization (OPR)

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Using Public Relations Analysis to Study the Role of Perception of a Student Organization (OPR)

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Organization-public relationship (OPR) is a central focus for those working in public relations. The literature indicates that OPR is the key indicator of the effectiveness for an organization. To apply this knowledge to a student organization on campus seemed particularly important when an organization has an international focus, especially for undergraduates. Thus, the research on the VISA student organization with key student publics served as the primary means for gaining insight into the perceptions or the perceived image of an internal organization.

Information about the Authors:

Shiho Suzuki is a public relations major who is from Japan. She is interested in working in PR in the U.S. after graduation this May. Lisa Borosh is a student in public relations with a variety of interests in PR. She is currently a member of PRSSA. Nour Ulayyet, from Syria, is an active public relations practitioner in the area of fundraising. Nour completed a campaign recently for fundraising and is proud of its success. Her children participate in her current campaigns.

Faculty Sponsor: Dr. Bonita Neff

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