

Sherry F. Queener, Ph.D  
Director of the Graduate Office, IUPUI  
Associate Dean, Indiana University Graduate School  
Union Building 207  
620 Union Drive  
Indianapolis, IN 46202

Dear Dr. Queener:

I like the proposal in that it provides a choice for professionals seeking a graduate degree, particularly those who did undergraduate work at BSU and who prefer not to have a graduate degree from the same university where they received an undergraduate degree. That's no criticism of BSU's program, but I've often wondered why there was no alternative program in Indiana.

The business course work in this proposal is needed and appropriate. Lack of business principles and accounting stymies many "word" persons who go into public relations. The tie to the Kelly School of Business adds credibility to the program, and the fact business classes can be completed online is a bonus.

Several comments about tying one of your tracks to health care and life sciences. Having watched PR people bounce in and out of major health care organizations here in Indianapolis over the last few years as the large health systems continue to compete for consumers through new facilities, literally on every side of town, I would hope that your program prepares people to deal with the volatility as well as the PR/communication skills needed. In other words, they learn how to survive in a field that promises to be in the throes of change, and therefore somewhat chaotic, for sometime to come.

I suggest that in the health care track, information on HIPAA and the Stark regulations be part of your curriculum. In Life Sciences, grant writing and fund raising, I suspect will be important.

Your sample curriculum seems to relate to a traditional graduate program of nine or more hours a semester. I hope that you will consider the full time professional who may not be able to squeeze in nine hours as they hold down a full time job and family responsibilities.

I've reviewed this plan, not so much with an academic eye, but rather from a "person in the trenches of health care ." I am impressed with the thought behind it and the collaborative effort among the departments at IUPUI and IU. As a professional in the field of health, I want employees with practical knowledge who can apply the theory and strategies to specific PR issues they encounter.

My final comments, you may excise if appropriate before sharing with your board. I'm sure other reviewers have pointed out a few typos in the proposal. But, if not, please refer to p. 18 under item 7, 3rd paragraph. "District" should be "distinct."

In the next paragraph, note the sentence: "in the national."

Page 19 under Planning Process Resulting in the Proposal, 1st paragraph, second sentence, correct "pubic" relations.

Page 20, second paragraph, "Specifically...makes "specific." Third paragraph, last word in the paragraph should be "them," not "the."

Page 23, second new paragraph, "tied to heal" probably should be "tied to health."

Page 27, Under item 9, the last bullet point refers to the school of nursing, not the schools concerned with this graduate program.

Obviously, I'm retentive and have spent too many years in editing. Thanks for the opportunity to review and comment. I'm happy that IUPUI is addressing this need and wish you well on its further development and implementation.