

Center for Global Public Relations

Department of Communication Studies

The University of North Carolina at Charlotte

The Center for Global Public Relations (the “Center”), within UNC Charlotte’s Department of Communication Studies, is seeking permission from the Umstead Review Panel to initiate a recharge unit called the Global Public Relations Resources and Services (GPRRS). GPRRS would be a component that would serve the Center’s stakeholders through a unique combination of university resources, faculty and students, and the Center’s global affiliates.

The mission of the GPRRS is to:

- help prepare undergraduate and graduate students to become better communicators and problem-solvers in an increasingly information-driven world by participating with faculty and global affiliates to provide services to clients worldwide;
- provide students and faculty with a broader experience in global public relations by consulting, learning and collaborating with global affiliates in international services;
- utilize the University’s faculty and staff expertise to benefit students, industry, government, and society throughout the Charlotte metropolitan area, and beyond.

As stated in the mission above, GPRRS would participate in activities that serve students or employees of the university as set forth in North Carolina General Statute 66-58(b)(8)(m) by increasing the number and type of opportunities for students and faculty to participate in global public relations. The increased number of opportunities by GPRRS would help students and faculty improve their depth and breadth of knowledge.

The proposed activities of GPRRS would also improve access by the Charlotte metropolitan community and the people of the State to the Department of Communication Studies’ facilities, equipment and expertise as contemplated by North Carolina General Statute Section 66-58(b)(8)(o), in that GPRRS would increase the range of services to stakeholders of the GPRRS. The GPRRS is dedicated to helping public relations practitioners, scholars/educators and students worldwide to coalesce into a global professional community that shares universal professional values and best practices. GPRRS would also encourage and support the evolution of global public relations as a specialization of professional practice that can help people and organizations worldwide through communication and understanding. Also, Charlotte as the “International Gateway to the South,” as well as organizations elsewhere in North Carolina, would have this new opportunity to utilize the university’s resources and expertise.

Finally, as contemplated by North Carolina General Statute 66-58(b)(8)(m), it is expected that GPRRS’s services would aid alumni who practice in public relations and related careers, both in international and domestic sites, by providing them with a trusted source from their educational institution to serve as a resource and mentor, particularly early in the alumni’s careers.

In addition to the many free services that GPRRS currently provides, the expansion of this unit would provide individual clients with specifically designed services, including:

- Global knowledge and instruction in communication skills to practice public relations in a range of social, political, economic and cultural environments;
- Knowledge about global public relations, professional values, and best practices;
- Training to perform as interpreters, ethicists and social policy-makers in guiding organizational behavior in a global environment; and
- Strategic planning to influence and reconcile public perceptions of their organizations within a global context.

The university employees and students devoted to GPRRS would share their knowledge about global public relations practices within their specialized areas of expertise, including:

- Transnational corporations and other multinational businesses;
- Global NGOs and other worldwide non-profit organizations;
- Governments at all levels; and
- Public relations education globally.

The services to be offered by GPRRS would include:

- Referrals, linking clients with global public relations experts who can apply their knowledge and skills to global audiences through strategic planning and evaluative results while providing unique learning opportunities for students;
- Seminars and workshops, in which knowledgeable professionals can educate and share ideas about global public relations and related topics for practitioners, students and faculty;
- Speakers bureaus, in which subject-matter experts can share knowledge about relevant topics in global public relations;
- Intercultural communication audits, in which consultants can help organizations to improve their communication globally;
- Issue analysis, advice and counsel, in which experts can aid organizations in navigating emerging global dynamics;
- Global crisis management advisory plans, in which consultants can help organizations and their employees focus on potential international public relations crises; and
- Curriculum consultation, in which highly knowledgeable and credentialed educators can provide guidance for universities and colleges worldwide to develop and improve global public relations education programs and to strengthen the evolution of global public relations as a specialization of professional practice.

The service area will be global, including local clients who may want to expand internationally; international clients who may have U.S. or world headquarters in North Carolina or elsewhere in the United States, but who desire counsel related to specific international initiatives; and other organizations worldwide who require the unique resources and services that would be available from GPRRS.

Services will be contractual; both direct and indirect costs as well as program-support funds will be recovered, together with a small profit margin to be used for GPRRS's working capital and program growth. Services will be offered continuously throughout the year, with predicted annual growth and development.

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