

This experience contributed to my education and preparation for a Public Relations career through its on-hand learning, direct communication and interactions with a nonprofit, and by delving into the varying writing aspects of PR. Prior to this class, I had a basic understanding of writing broadcast scripts, fact sheets and news releases. The class was helpful overall because it helped fine tune my writing and AP Style skills. The interactions with Note in the Pocket were also useful because it gave me a firsthand look at how a nonprofit operates and what kind of PR needs they have.

The most valuable part of the service-learning experience was learning the ins and outs of a nonprofit; how they sort financial and clothing donations, what is important for their branding and social media, and how to identify what they're lacking PR-wise. I thought it was useful to see a local nonprofit in action and to help them reach their PR and social media goals for the Socks & Undie 5k Rundie. It was also valuable to build connections with my MEJO 332 group and with individuals at Note in the Pocket.

The most challenging aspect of the service-learning experience was being able to communicate with the organization. Since Note in the Pocket was preparing for their annual Socks & Undie 5k Rundie, there were several key moments where it took a while/was challenging to reach them via email. It was also slightly challenging to balance requirements with the nonprofit, assignments with MEJO 332, assignments with other courses and outside responsibilities (once our group gained rhythm with the organization, it was less challenging).

The least valuable aspect of the service-learning experience was assisting with the nonprofit's social media graphics and photography. This was not as helpful because I already had experience producing graphics and images for several organizations.

The recommendations I would make to the client regarding its Public Relations efforts include streamlining social media and website branding; increasing communication with local news agencies; having a live meter on the website that documents how close the nonprofit is to reaching their clothing donation goal; and utilizing their social media analytics. Streamlining branding is essential because it helps viewers identify the nonprofit, creates a cohesive and aesthetically appealing social media, and improve analytics. Increasing communication with local and national media (letters to the editor, feature pitches, etc.) would help broadcast their important mission and upcoming events. Utilizing social media analytics is important because Note in the Pocket could identify major times and days their audience views their social media and website, determine which graphics are the most appealing to viewers, etc.

My recommendations for the Carolina Center for Public Service regarding Note in the Pocket as a future APPLES client include continuing to partner with the nonprofit; coordinating with the organization outside the month of April; and having a designated individual to coordinate with. I think the nonprofit is a great partner for service-learning students because their mission is important to the community, there are various opportunities to improve their organization, and they are supportive of students assisting them. Since April is when Note in the Pocket has their annual 5k, it was challenging at times to reach them while they were preparing for the event – coordinating with them outside of April would solve this. Finally, having a

designated individual to coordinate with would also be helpful because it would ensure continuity between students and Note in the Pocket.