## COMMUNICATIONS GENERALIST

### Professional Organizations:
- Council for Advancement and Support of Education (CASE)
- Public Relations Society of America (PRSA)
- American Marketing Association (AMA)
- Central VA American Marketing Association (CVAAMA)
- College Communicators Association of Virginia and The District of Columbia

### Events & Training:
- UVa Center for Leadership Excellence classes
- SkillSoft classes
- CASE conferences & training
- Public Relations Society of America (PRSA) training events
- Public Relations Society of America (PRSA) conferences
- Public Relations Society of American (PRSA) webinars
- American Marketing Association (AMA) events
- Central VA American Marketing Association (CVAAMA) events
- College Communicators Association of Virginia and The District of Columbia events
- Academic Impressions training & events
- Higher Ed classes & courses
- Higher Ed "On Demand" programs
- Association for Education in Journalism and Mass Communications events
- eduWeb conference
- College Media Conference
- ONLC Training Center Classes (Charlottesville)

### Education & Certifications:
- Adobe InDesign classes - Beginner & Intermediate (PVCC)
- Photoshop classes - Beginner & Intermediate (PVCC)
- Community Scholar (UVa SCPS)

### Independent Learning:

#### Publications:
- Academic Impressions news and publications
- American Marketing Association publications

#### Books:
- *A Practitioners Guide to Public Relations Research, Measurement and Evaluation*
  
  by Don Stacks & David Michaleson

- *Applying Communication Theory for Professional Life: A Practical Introduction*

- *...*
Marianne Dainton & Elaine D. (Dawn) Zelley

Corporate Communication: A Guide to Theory and Practice by Joep Cornelissen
Harvard Business Review: Communicating Effectively
Mass Communications: Living in a Media World by Ralph E. Hanson

Social Media:
CASE Facebook
CASE LinkedIn
PRSA Facebook
PRSA LinkedIn
PRSA Twitter
AMA Facebook
AMA LinkedIn
AMA Twitter
CCA Facebook

Other Resources:
CASE Publications
AP StyleBook website
Higher Ed Experts
EDUniverse
mStoner
EDUI
Elliance
Higher Education Marketing
Converge Consulting

On-the-job Resources:

Mentoring:
Management Mentors
National Mentoring Partnership
Center for Creative Leadership (CCL) mentoring information
Bringing People Together mentoring information
Virginia Mentoring Partnership
Free Management Library

Job Shadowing:
Careers Out There
"The Job Shadow Knows: Try on a Career Before You Commit"
About.com "Job Shadowing is Effective On-the-Job Training"
Success Mentor Education Inc. "Top 7 Questions to Ask on a Job Shadow Interview"

Informational Interviews/Networking:
My UVa Career
"Mastering the Informational Interview" (NY Times)
"What is an Informational Interview Anyway?" (U.S. News & World Report)
Informational Interviewing: The Neglected Job Search Tool
"How Does an Informational Interview Work?"

360 degree feedback:
UVa Center for Leadership Excellence: Leadership Consulting, 360 Degree Feedback
custom insight: "What is 360 Degree Feedback?"
American Psychological Association "Do 360 Evaluations Work?"
Sigma Assessment Systems: Best Practices in 360 Degree Feedback
About.com: "Sample Questions for 360 Reviews" by Susan M. Heathfield
SkillSoft: 360-degree Performance Appraisal