# Communications Support

## 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 and events
  - Higher Ed classes and 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* by
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
Eliance
EDUI
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