

**GEP 101 PUBLIC AFFAIRS MISSION PAPER & POSTER PRESENTATION
MISSOURI STATE UNIVERSITY**

PAPER DUE: Monday, NOVEMBER 19 at 11:15 (start of classtime, 50 pts.)

According to Missouri State University three pillars make up the public affairs mission of the University: ethical leadership, cultural competence, and community engagement. Your assignment for this paper is to select TWO of the public affairs mission pillars. There are two learning objectives for this paper:

- PART 1: Explain your major briefly. Next, connect two pillars of the public affairs mission to your major area of study (if you don't have one then you can select a *potential* major or your intended one). Provide possible specific applications of the two pillars in your major that you anticipate accomplishing or doing before you graduate from Missouri State University. Focus on your time at MSU (classes you'll take, people you'll work with, activities you'll be involved in, and engagement with your department).
- PART 2: Forecast into the future the potential career options that you may pursue. Explain how the two public affairs mission pillars you have selected could be applied in different career positions that you might hold in the future. Here you focus on your future career options and how they relate to public affairs. *Note: The two public affairs pillar you selected for your major do not have to be the same two public affairs pillars you select for forecasting applications in your career, but they can be.*

To better understand the pillars of the MSU public affairs mission and to get ideas for application toward your major and career please read the brief explanations for each of the pillars below. You are also encouraged to check out more on the MSU public affairs mission and the three pillars, as well as examples and other resources at the following:

<http://publicaffairs.missouristate.edu/>

Ethical leadership

Ethical Leadership is striving for excellence and integrity as one continually develops ethical and moral reasoning while contributing to the common good. Ethical leaders have the courage to live by their principles in all parts of their personal and professional lives. Missouri State is preparing students for the future by helping them understand the ethical dimensions of leadership and take what they learn in the classrooms and use it to help solve problems and bring about change.

Cultural competence

Cultural competence is recognizing and respecting multiple perspectives and cultures. Our world is increasingly connected, interdependent, and complex. In this global community, successful persons must be able to effectively communicate, collaborate, and use critical thinking skills to solve problems and build consensus. Missouri State helps students develop cultural knowledge in several ways. Study abroad programs, interactions with international students and opportunities to study different languages, histories and religions, help students broaden their horizons, build relationships and bring about better competition for the future.

Community engagement

Community Engagement is recognizing needs in the communities within which one belongs, then contributing knowledge and working with the community to meet those needs. Community engagement requires extending beyond one's self for the betterment of the community - a process that fosters greater awareness and personal growth. At Missouri State community engagement lets students branch out and see how the world is working through a different lens, giving them the opportunity to work with their communities and build up their ability to lead in their careers.

Other ideas for doing research on this assignment:

Check the website for your intended major program of study at Missouri State University as well as other websites that may have information on careers. **If you plan in time, you might also consult with your academic advisor, meet with a professor in your intended major of study, and or talk with other majors, graduate students in a major program you are interested in.**

Organization of your paper: 10 pts.

(Follow these three steps. Tell me what you are going to tell me. Tell me the information. Tell me what you told me.)

- Provide an introductory paragraph that consists of a thesis statement that explains what will be covered in this paper. Your thesis statement is the central concept of your paper and is the guide to the content of the paper for your reader.
- For the body of your paper you should have a clear organizational pattern and easily identified main points. You should also have transitions from one area of your paper to the next area.
- The conclusion of your paper should be clear and include a summary of your main points.

Content: 25 pts.

- Thoroughly cover what is asked in this assignment. There are two parts to the body. Part 1 is focusing on the major, and Part 2 is forecasting potential careers. These two sections should be distinct from one another. You should have at least one example of each of the two public affairs pillars you apply toward your major as well as one example of each of the two public affairs pillars you forecast for your potential career positions. Each section should have more than one paragraph with clear transitions made between points within each section.

Sources: 5 pts.

- Minimum of 3 *scholarly* sources (use your annotated bibliography sources and library visit notes).
- Be sure to cite all information (paraphrased and quoted) with an in-text citation and a complete citation in your References.

APA Style: 5 pts.

- The entire paper (including the title and reference pages) should follow APA style guidelines.
- Use the Writing Center to assist in APA style.
- (1 inch margins on all sides, 12-point font, double spaced)

Length: 5 pts.

- The body of the paper must be a minimum of 4 full pages, maximum of 5 pages.
- In addition to these 4 to 5 pages of text you will have a Title page and a Reference page.
- This means there will be a minimum of 6 sheets of paper and a maximum of 7 sheets of paper total.
- (Those who run short will lose 5 points; those who run long will lose 5 points).

POSTER or VIDEO PRESENTATION DUE: See syllabus dates, Nov 19, 26, and 28--you will be assigned a date--(25 pts)

The final part of your Public Affairs Mission Application Paper is to present a visual presentation of the main ideas of your paper on a large poster board or video you display and to give a short oral presentation to two GEP 101 instructors, on the date you are assigned. The purpose of this is to learn how to translate your writing into a visual and oral format for others to see your work. One of the outcomes of this section of GEP 101 is to learn and demonstrate effective communication practices.

Organization of the poster or video: 10 pts.

- Present a visual representation of your paper, the two pillars and your career options, on a poster board or video.
- POSTER: Use large headings so people can SEE the content of your work first
- POSTER: Use brief sections of your paper, as desired, no more than 2 sentences to represent an idea
- Use images to connect your paper content and MSU pillars and public affairs
- Create a theme to organize all the sections of the paper together on the poster and video
- No typos, no graphic images, no obscene language, and no offensive material should be used in either option.
- If you present a **video**, it must reference the same material in it (as noted above). Tell a story, show examples, demonstrate the pillars in your major and courses and then separately for your possible career. Be sure to include headings and transitions for the audience

Oral presentation of your poster: 15 pts.

- Give a 2-3 minute overview of your poster or video and paper for a GEP 101 instructor and your fellow students.
- If you show a video, you provide the device (at minimum a tablet or laptop—no phones) and speaker to show it to the observer
- The room will be loud, so be sure to speak *loudly* and *clearly* to be heard AND that you have clear sound on your device.
- Show *enthusiasm* for your work in how you present your ideas (for example, smile and indicate your passion for your possible career path)
- Be at your poster/video at the time an instructor comes by to talk with you.

NOTE: If you are not present on the day of your poster presentation you cannot receive any of the 25 points.