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Reflection

This service-learning experience significantly enhanced my education by honing my skills in grammar and writing. The ability to write concisely and accurately is a cornerstone of effective communication in the public relations industry. Adhering to the AP style and technique not only improved my grasp of spelling, grammar, punctuation, and formatting, but also sharpened my ability to address these issues in a professional context. Over the course of the semester, I witnessed a marked improvement in my application of these skills.

This is important in preparation for the real world because writing effectively is a transferable skill crucial to communicating with others. This proficiency in writing enhances professional opportunities and enriches personal interactions. The ability to express yourself in a compelling and meaningful way with an audience across various online platforms and mediums will continue to be necessary in our society.

Undoubtedly, the most invaluable aspect of my service-learning experience was the opportunity to forge a relationship with the executive director of the organization. Her insights into the Exchange Family Center and the unique challenges it faces as a non-profit were invaluable. Moreover, observing the process of creating a media kit for the organization was a beneficial learning experience. The chance to revise my work based on her feedback and contribute to the organization's goals was a rewarding part of the experience.

The most challenging part of my service-learning experience was completing the media kit pieces to the clients liking. This made having a strong relationship with the organization's executive director essential because she was upfront and honest in her feedback. Although it was challenging to make timely adjustments, it was a great learning opportunity to expand my knowledge and skills.

The least valuable part of my service-learning experience is difficult to analyze. However, I believe that the real-world experiences I gained from working with a client in Durham, North Carolina, have numerous benefits. Personally, I learned how to communicate with a professional and deliver content for them to implement directly into their PR efforts. I am immensely grateful for the opportunity and only have positive things to say about my experience.

I recommend that my client, the Exchange Family Center, continue its curiosity to grow and try new things regarding its PR efforts. For the past few years, the organization has struggled in the PR space due to other prioritized elements, such as the lack of adequate staffing. The opportunity to hire skilled employees is limited for non-profit organizations that experience fundraising challenges.

I recommend the Carolina Center for Public Services regarding the Exchange Family Center as a future APPLES client and community partner as a beneficial relationship. This organization has admirable leadership and values that are steering it in a successful direction. Also, understanding that this organization has not reached its potential is important. With a little more financial support or new volunteers, the Exchange Family Center can remain profitable while impacting the Durham community.