



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](#)
[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
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](#)

[Elliance](#)

[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](#)