



Please contact Joe Sullivan, Media Relations Manager at Husky Agency, for additional information at 574-315-8741 or email sujo1102@stcloudstate.edu.

FOR IMMEDIATE RELEASE

Oct. 12, 2016

SCSU public relations students launch Husky Agency with survey on liberal arts

Aspiring public relations professionals at St. Cloud State University in the Department of Mass Communications launched a student public relations agency called Husky Agency, <https://huskyagency.org/>. Students taking a capstone public relations course, Public Relations Cases and Campaigns, COMM 438 and COMM 538, are introducing the agency to the campus with a survey about liberal arts degrees from SCSU.

Husky Agency is a service-learning experience for student public relations professionals at St. Cloud State University. The agency and online platform launched during the Fall 2016 Semester. The pro bono student agency works with campus and community clients and partners to gain public relations experience, create professional portfolios pieces, develop skills and confidence.

The agency is partnering with the College of Liberal Arts at SCSU for the inaugural public relations campaign. The student agency is seeking insights into current thoughts and perceptions about a liberal arts degree. Survey outcomes will be used for promoting the student public relations campaign and enlightening employers about hiring students with degrees from the College of Liberal Arts.

Mark Springer, Ph.D., Dean of the College of Liberal Arts at SCSU, stated during a recent visit with Husky Agency, “A liberal arts grad has a higher degree of transferable skills than other candidates. They are better prepared to find success in careers not only in their chosen field, but beyond.”

“It is just that knowledge is very powerful. It is some of the reasons you might be here at college, your mom and dad went to college, maybe you are the first in your family. It has promise of greater things, whether it’s a really great job and wonderful opportunities.”

Take the Survey - Please go to the survey page at Husky Agency, [huskyagency.org/survey/](https://www.huskyagency.org/survey/) to take the Liberal Arts Survey.

Direct link to survey: <https://www.surveymonkey.com/r/GRQ5L3H>

Additional Information about the College of Liberal Arts at SCSU

The College of Liberal Arts at SCSU offers courses in the arts, humanities and the social sciences. It is the principal provider to SCSU’s Liberal Education Program, reaching nearly all students pursuing an undergraduate degree. Departments in the

College include Anthropology and Sociology, Communication Studies, English, Ethnic and Women's Studies, History, Languages and Cultures, Mass Communications, Philosophy, and Psychology. The School of the Arts, houses the departments of Art, Music and Theatre/Film Studies. Finally, the College also has two stand-alone programs, Global Studies and Religious Studies. Find out more about degrees offered at the College of Liberal Arts. <http://www.stcloudstate.edu/cla/about/default.aspx>

A copy of this news release can be found online at Husky Agency News, <https://huskyagency.org/newsroom/>. Visit the online Media Kit for Husky Agency logos, social media and additional information, <https://huskyagency.org/media-kit/>.

Husky Agency is a student service-learning experience for aspiring public relations professionals at St. Cloud State University. The agency and online platform launched in fall 2016, is located at <https://huskyagency.org/>. The pro bono student agency works with campus and community clients and partners to gain public relations experience, create professional portfolios and develop skills and confidence. If you need additional information please contact Assistant Professor Jannet Walsh, Department of Mass Communications at St. Cloud State University at 320-308-5258 or jlwalsh1@stcloudstate.edu.

###