

Pride Connection

Business card, audit book and brochure



Pride Connection

PUBLIC RELATIONS AGENCY

Our Mission

Pride Connection is a non-profit student organization that prides itself in creating, communicating and connecting to build the highest-quality relationship between an organization and its publics. Our research is based on systems theory, which states organizations that adjust to social change prosper and survive. By doing in-depth research through benchmarking, surveys, focus groups and more, applying innovative communication methods and creating a system of adjusting to feedback, we aim to promote open two-way communication and help companies survive.

P: 219-802-5998
Email: PrideConnection860@gmail.com
Address: 2200 169th St. Hammond, IN 46323
Building: Porter Hall, RM 118



Mission Statement

"Priding ourselves in creating, communicating, and connecting to build the highest-quality relationship between an organization and their publics."

LET'S TALK
Address: Porter Hall Room 118
2200 169th St.
Hammond, Indiana 46323
Email: Prideconnection860@gmail.com
Website:
Pride Connection Public Relations Agency logo and QR code on a cityscape background.

OUR PHILOSOPHY

We have been affiliated with Purdue University Northwest for over three decades. Our main objective is to build a relationship with our client through a four-step process of research, planning, communicating, and evaluating. Communication solutions based on feedback will be sought out through benchmarks, interviews, focus groups, and surveys to evaluate the culture within the business. The overall success of Pride Connection is directly impacted by our team members' passion and drive to deliver high quality results. The survival of a company is dependent on the openness of internal and external communication between a company and its publics.



Our Past clients



WHAT WE DO

Analytics

Our team works to evaluate the effectiveness of an organization's communication efforts. This will include a review of all modes of communication with a variety of publics through surveys, benchmarking, focus groups and more. With the data collected after intensive research we propose a plan to strengthen communication.

Methods

Benchmarking is evaluating our clients current communication standards by comparing them with other companies in the area or market of the same size.

Interviews are conducted with both external and internal publics to gain insight and feedback on the current communication process of the company

Focus groups are used to facilitate conversations between participants to produce data and insights that may be inaccessible or not previously discussed

Surveys are used to account for previous methods used to perform the audit and gain further data

