What is a “PR”? Professional Reports (PRs) are professional-quality deliverables produced by students on behalf of, and in collaboration with, real world clients. The PR fulfills a capstone graduation requirement.

Who can be a client? Seasoned professionals in planning or allied endeavors who desire to interactively guide a second-year MURP student over a six-month span.

What’s in it for clients? An opportunity to shape the next generation of planners. And under the right conditions, the PR itself should prove beneficial to the client’s practice, agency, organization or community.

What’s in it for students? An opportunity to transition their working habits from academic to practice settings. The hands-on PR involves negotiation, authentic professional feedback, deadline pressure, and responsibility to a real client.

How does the profession benefit? The PR is a crucial link between the university and the practice community.

What are the logistics? During the summer, students apply for PR opportunities from a list compiled by the program. Clients select from among any applicants. After the match, students work concurrently with their client and a dedicated faculty advisor from roughly October through March. Students typically work pro bono, with no direct cost to clients.

What kinds of projects make for good PRs? In short, planning-relevant projects with learning opportunities for novice planners and a six-month horizon. Examples of good PRs from previous years [hyperlink].

How do I get started as a client? To propose a PR placement, please e-mail a short description of the project (2-4 sentences), an expression of your willingness to serve as a client, and your contact information to the faculty general PR advisor:

Ken Chew chew@uci.edu

THE DEADLINE is generally JUNE 15 preceding the start of each academic year. Compilations of PR opportunities are disseminated to students starting in late spring or early summer. By September or so, students will contact you directly to discuss the project in more detail.