



PRSSA's Diversity Initiative (2005)

PRSSA supports the diversity initiative of PRSA and encourages its Chapters to recruit and retain a diverse membership and leadership that represents the demographic composition at their college or university.

Each PRSSA Chapter across the nation should evaluate and consider what it will do to support the PRSSA policy on diversity.

PRSSA established its own diversity initiative last year, and the 2004–2005 National Committee will work:

1. To recruit a strong PRSSA Chapter to research and communicate ways that all Chapters can partner with the PRSSA diversity initiative.
2. To contact and encourage participation from the HBCUs in the target cities who have been identified by the PRSA initiative and who have a PRSSA Chapter.
3. To use the 2004 PRSSA/PRSA Relationship Month as a forum to discuss all types of diversity.
4. To develop Chapters at historically black colleges and universities (HBCUs) located in the pilot cities outlined in the PRSA diversity initiative.
5. To support and publicize a multicultural Regional Activity where the focus is not only on diversity, but also on how people of many cultures can work together.
6. To address the topic of diversity at all national events; methods include, but are not limited to, hosting a topical session, providing information during a key function, and speaking about diversity during a Chapter Development session.
7. To use the monthly online President Talk forum as an opportunity to discuss diversity issues.
8. To outline the above diversity program, put the initiative on the Web site, and track hits or downloads as a measure of success.
9. To ensure diversity among PRSSA members is clearly and inclusively stated in the PRSSA Bylaws.

The PRSSA National Committee and the Society's leaders are currently working to meet the nine goals of the above initiative by the end of the year.