

August 19, 2011

TO: PRSSA Professional Advisers  
CC: PRSSA Faculty Advisers and PRSSA National Committee  
FROM: Jeneen Garcia, PRSA Vice President of Education  
RE: National Professional Adviser Position



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Biannually, a PRSSA National Professional Adviser is selected to serve on the PRSSA National Committee. As with the other PRSA National Committee members, the National Professional Adviser is a volunteer with specific roles and responsibilities. PRSSA's Adviser selection process, similar to PRSA's volunteer application, is designed to ensure the most qualified, interested professional is selected for the upcoming two-year term, June 1, 2012 to May 31, 2014.

The National Professional Adviser's role is to counsel the national student officers. The National Advisers vote on PRSSA charters, serve on subcommittees and participate in conference calls as requested. A secondary but vital role of the Professional Adviser is parliamentarian at the National Assembly, where he or she ensures delegates follow Robert's Rules of Order. To prepare for these duties, the incoming Professional Adviser must attend the 2012 National Assembly, March 15-18.

Specific qualifications include, but are not limited to, the following:

- Active membership in PRSA
- Accreditation in Public Relations
- Strong Chapter-level experience as a PRSSA Professional Adviser
- A good working relationship with the professional community through PRSA Chapter involvement or leadership
- A willingness to advocate for PRSSA and the National Committee
- A willingness to let the students lead (providing counsel as necessary or requested)
- A familiarity with parliamentarian procedures and Robert's Rules of Order is a plus

PRSSA provides financial assistance to cover hotel and airfare for the following three meetings that the National Professional Adviser is required to attend:

- National Assembly, March 15-18, 2012, Charlotte
- Leadership Rally/Retreat, June 1-6, 2012, Scottsdale
- National Conference, Oct. 12-16, 2012, San Francisco

All other expenses (taxis, meals, etc.) are the responsibility of the National Professional Adviser.

If you are seeking a volunteer position on the National level, enjoy working with students and have had success with your local Chapter and PRSA, I encourage you to apply. If you have questions please feel free to contact me at [jeneen.garcia@prsa.org](mailto:jeneen.garcia@prsa.org) or (212) 460-1466.

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**Important Dates:**

Friday, August 19 .....Nomination form available online; emailed to Professional Advisers  
Tuesday, Sept. 20 .....Nomination form and letter of recommendation due to National Headquarters  
Oct. 3-7, 2011 .....Phone interviews with selected candidates and the National Committee  
Monday, Oct. 24 .....The PRSSA 2012-2014 National Professional Adviser is announced  
March 15-18, 2012....PRSSA National Assembly