

Situation Analysis

January 25, 2011



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Introduction

This vision, established by the Public Relations Student Society of America National Committee, sets goals for the future of our Society that will lead successive National Committee members toward a vision and ensure the Society's growth, advancement and achievement. This document will remain a work in progress and be updated annually by the current National Committee.

During 2010-2011, the PRSSA National Committee worked to transform the document from something that shows the past and the current to a living document that shows the past, current and the future. Included is in-depth information on current national initiatives as well as goals and objectives for future National Committees to base platforms and programming on. In addition to individual committee member goals and descriptions is an overall view of the future of the Society from PRSSA 2010-2011 National President Nick Lucido located in the "Future of the Society" section.

History

In 1968, the Public Relations Society of America founded PRSSA to cultivate relationships between students and public relations professionals. PRSSA aims to foster understanding of current public relations theories and practices, encourage the highest ideals and principles, instill a professional attitude, and encourage PRSA Associate Membership and eventual Accreditation in Public Relations.

PRSSA Organization

On April 4, 1968, the PRSA Board of Directors created the first PRSSA Chapters at nine schools that met the charter requirements. Those charter Chapters were University of Florida, University of Houston, University of Maryland, The Ohio State University, San Jose State College, University of Southern California, University of Texas at Austin, Utica College and West Virginia University. Three additional Chapters were approved on June 28: Central Missouri University, North Dakota University and Syracuse University. Kent State University received its charter on Sept. 13 and Northern Illinois University on Nov. 17.

PRSSA Management and Leadership

The National Committee leads PRSSA and has the following 14 members:

- National President
- Immediate Past President
- Vice President of Advocacy
- Vice President of Chapter Development
- Vice President of Internships/Job Services
- Vice President of Member Services
- Vice President of Professional Development
- Vice President of Public Relations
- Vice President of Regional Activities
- *FORUM* Editor in Chief
- Professional Adviser
- Faculty Adviser
- PRSA Board Liaison
- PRSA Director of Education

Students on the National Committee serve a one-year term, June 1 to May 31, and are elected at the annual PRSSA National Assembly. Officers must maintain full-time enrollment in school until the fall semester of their term. The National Committee manages PRSSA while serving as a resource to the members and Chapters.

National PRSSA Website

The PRSSA website experienced a major back-end and front-end overhaul in November 2010. Chapter leaders, Faculty Advisers, members and two National Committees contributed feedback used to make the website a more user-friendly tool for members. The website will continue to grow and change, and future National Committees should be prepared to make edits while using this tool as a resource. All publications and communication that occur both internally and externally are posted on the National PRSSA website.

Annual Report

An annual report is completed each spring by the vice president of public relations with help from the *FORUM* editor in chief. Each National Committee member summarizes his/her accomplishments and gives a preview of the next year.

Press Releases

PRSSA National Headquarters and the vice president of public relations write most press releases. Topics include the National Committee, National Conference, the Bateman Competition and scholarship winners. Other National Committee members write releases as needed.

Biweekly E-Mails From Headquarters

PRSSA National Headquarters can send e-mail messages to the entire membership. E-mails are written by PRSSA staff and National Committee members and provide general information, PRSSA news and updates on various programs. All registered PRSSA members receive constant communication through a biweekly e-mail issued by the vice president of public relations.

Dues Forms

The biannual dues forms may receive minor revisions as needed. Often Chapter information is filled out incorrectly or the dues payments, which are supposed to accompany the forms, are late or incorrect. Incorrect information makes it difficult to ensure all Chapters are in compliance with PRSSA Bylaws. When members omit their graduation dates, it is difficult to update their records and provide them PRSA Associate Membership information. Currently, much valuable information is collected but not used.

With the launch of the new PRSSA website came the opportunity for PRSSA Headquarters to begin using online registration. This process will continue to be refined and will overall make the joining process a much smoother and more seamless transition.

National Committee Monthly Update/Reports

To keep the other National Committee members updated on their projects and events, each National Committee member submits an activities report via the National Committee listserv the first day of each month. The monthly report describes each Committee member's activities and spending. These reports help the National President oversee the National Committee and assist the Committee in collaborating together virtually.

PRSSA Vision, Established in 2003

Get Your G.E.A.R.S. in Motion

The vision was created in 2003 as the next step in the Society's progression. The G.E.A.R.S. give all Chapters one common ground for growth and professional development.

G.E.A.R.S.

- **Growth** – Becoming the largest, most respected and widely recognized organization for pre-professional students with an interest in public relations.
- **Education** – Enhancing the future professional through classroom preparation, leadership and experience.
- **Advancement** – Moving the public relations profession forward through public awareness, meaningful ethics and diverse representation.
- **Relationships** – Aligning with PRSA and forming a free interchange of ideas through professional relationships, practical training and mentoring.
- **Students** – Providing members with national, regional and local opportunities to network, share ideas and grow professionally.

Running for a Position on the National Committee

National Committee Election Applications

Those applying for a PRSSA National Committee position must submit an application, an essay describing their role models, and a list of previous accomplishments and proposed goals (platform). Applicants review the PRSSA Situation Analysis, clearly understand how PRSSA functions, and review the job description and responsibilities of each National Committee position. Occasionally in the past, candidates have falsified information and embellished certain details of their application.

Election Procedures

The PRSSA National Assembly is an annual meeting of Chapter representatives to elect national officers (except for the appointed position of *FORUM* editor in chief) and vote on Bylaw amendments. Each PRSSA Chapter sends one official delegate to the event to represent the Chapter in the election proceedings. Any delegate wishing to amend the PRSSA Bylaws during National Assembly must submit a written request to the National President by the established deadline.

Each year, PRSSA Chapters elect a president, vice president, secretary, treasurer (or the combined office of secretary/treasurer), public relations director, historian, and Professional and Faculty Advisers. To ensure uniformity among PRSSA Chapters, elections must be completed by April 18 so new officers may assume their responsibilities on June 1.

PRSSA recommends using the following simple, uniform election procedures from year to year:

1. At least one month before elections, announce the open offices, present the job descriptions and invite nominations from the floor at a general meeting. After a nomination is seconded, the candidate must accept. (Students may nominate themselves.)
2. Nominations are closed when no further nominations are received from the floor.
3. Candidates have three days to return a completed nomination form to the Chapter secretary. The forms allow candidates to campaign for a position and the general membership to review all candidates' qualifications. The secretary should provide copies of the forms to each Chapter member at the next general meeting.
4. At this meeting, candidates present for 10 minutes and then answer questions.
5. Immediately after all presentations are done, a closed-ballot vote should happen.
6. The secretary and other noncandidates on the current executive board should collect the ballots, count them in another room and then return to report the results to the membership and candidates.
7. Old and new officers meet to discuss their expectations and goals for the next year.
8. The new executive board assumes its responsibilities at the next general meeting.

PRSSA Leadership

National President

The National President is the principal administrative officer of the PRSSA National Committee and liaison to the PRSSA advisers, PRSA director of education and Board of Directors. He/she organizes agendas and programs for National Committee and PRSSA National Assembly meetings. The National President supervises the PRSSA National Conference, regulates Chapter probation and charter revocation, advises and instructs National Committee members on policies and procedures of PRSSA, and administers PRSSA Chapter and member award programs. The National President has the responsibility to initiate a platform, as do all officers of the National Committee when elected, and to maintain progress toward achieving the platform throughout the term to the best of his/her ability. The National President also works with the Immediate Past President to promote the PRSA Associate Membership.

Current Programs

PRSA Associate Membership

The National President and Immediate Past President work in tandem to oversee and promote PRSA Associate Membership. This program provides discounted PRSA membership fees to PRSSA graduates for their first two years out of school. PRSSA currently works with the PRSA New Professionals Section and PRSA as a whole to effectively communicate the benefits of Associate Membership and track progress from year to year.

The Challenges of Promoting PRSA Associate Membership

- PRSSA membership has had some exposure to this program through national events, but no solid, Society-wide communication plan has been drafted.
- PRSA Associate Membership is not perceived as relevant to students who are not graduating.
- The addition of program-specific talking points to the National President and Immediate Past President detracts from their ability to speak on behalf of the Society as a whole, or at least distracts from that holistic message.
- Public relations graduates face a difficult job market and many take post-graduate internships rather than obtain a full-time job immediately after graduating, thereby delaying their interest in joining PRSA.

The future of promoting PRSA Associate Membership includes continuing to work with the PRSA New Professionals Section, and providing structure to the program, to close the transitional gap between the Societies and help members successfully move forward in professional development outside of school and the workplace.

As PRSA graduates face a tough job market and post-graduate internships become more popular, joining and becoming active in PRSA is less prevalent for new graduates. PRSSA and the PRSA New Professionals Section should work together on programming and communication in order to give these new grads the tools they need to be successful in their career. Additionally, the New Pros can help orient them on a career path that involves active PRSA membership.

The PRSSA Situation Analysis

The National President oversees additions and edits to the Situation Analysis. Each year, the National President should collect and review job descriptions from National Committee members. The National President also completes the "Where to Go" section, giving the Society a vision for the future. Additionally, the Situation Analysis should be viewed as a guiding document that has two roles. First, future National Committee members should build their platforms off this document and add their creative problem-solving and strategic skills to help advance the Society. Second, Chapter leaders should use this document when setting goals and initiatives. By working together, local and national PRSSA can connect and advance together.

Research

Based on the platform presented at National Assembly, the incoming National President must release the annual PRSSA membership survey in April before the beginning of the new term. The survey, included in the research section, has been conducted since 2004 and continues to measure the effectiveness of national programming and composition of membership.

Counsel

The National President counsels all members of the National Committee throughout their terms. The National President should respond to the Committee's monthly updates.

Chapter Handbook

The Chapter Handbook contains information relating to local and national PRSSA programs and services. The National President is responsible for updating this book at the start of his/her term while working with the Immediate Past President to incorporate best practices from the previous year, making the handbook a more relevant tool for new Chapter leaders to use.

Timeline

June

- Attend PRSA Leadership Rally.
- Co-host PRSSA Leadership Rally with Immediate Past President.
- Host National Committee Leadership Retreat.
- Assist National Committee in setting achievable platforms for the upcoming year.

July

- Represent PRSSA at the Plank Center for Leadership in Public Relations board meeting in Chicago.

October

- Serve as spokesperson for the Society at the PRSSA National Conference, the PRSA International Conference and the PRSA Leadership Assembly.

November

- Begin preparations for National Assembly.

December

- Work with National Committee to develop goals for the future; include in the Situation Analysis.
- Edit the Situation Analysis.

January

- Release revised Situation Analysis.
- Represent PRSSA at the Plank Center for Leadership in Public Relations board meeting at the University of Alabama in Tuscaloosa.

February

- Begin preparations for Leadership Rally.
- Assist National Committee candidates as they prepare to run at Assembly.

March

- Host National Assembly.

April

- Update and release PRSSA survey to national membership.

May

- Assist incoming National President and National Committee with transition.
- Attend transition meeting with incoming National President at PRSSA Headquarters in New York City.

Immediate Past President

Current Programs

The Immediate Past President advises the National President and works on special projects. The Immediate Past President shall perform all duties of the National President if the National President is unable to do so. The Immediate Past President will also help the National President promote PRSA Associate Membership and work with the PRSA New Professionals group to assist members making the transition from student to professional.

PRSSA Situation Analysis

The Immediate Past President helps the National President revise the Situation Analysis, including the “Where to Go” section, and next national survey.

Leadership Rally

The Immediate Past President plans and serves as the host for the PRSSA Leadership Rally, which annually invites Chapter Presidents to Scottsdale, Ariz., for an annual retreat.

Timeline

June

- Host the PRSSA Leadership Rally (including hosting a session during the Rally).
- Assist with research and presentations at National Committee leadership retreat.

October

- Serve as spokesperson at National Conference when the National President is unavailable.

January

- Revise the Situation Analysis with National President.

April

- Assist in releasing PRSSA membership survey.

Vice President of Advocacy

The vice president of advocacy is the official voice on diversity and ethics for the Society. He/she should work on one major advocacy project for the year and should be able to respond quickly to advocacy issues that are of interest to the profession and college students in the news by releasing public responses. The vice president of advocacy actively promotes the Diversity Initiative and manages the Public Relations Student International Coalition or International Coalition. In addition, it is the responsibility of the vice president of advocacy to execute the annual High School Outreach Initiative at National Conference.

The vice president of advocacy is an ex-officio member of the PRSA Advocacy Advisory Board and acts as a day-to-day resource for members executing Chapter advocacy and diversity initiatives. The vice president of advocacy, with help from a subcommittee, if desired, will monitor major professional publications such as *PRWeek* and *Advertising Age*, and consumer news publications such as *The New York Times* or *The Wall Street Journal*. If an issue relevant to the profession arises, the vice president of advocacy must go through the following steps:

- Send story and possible angles to the National Committee and advocacy subcommittee.
- If the consensus is that response is needed, the vice president of advocacy drafts a response.
- The proper outlets and audiences are determined by the National Committee and the PRSA Advocacy Board, in conjunction with PRSSA Headquarters.
- Suggested formats: Letter to the editor, press release, PRSSA blog post.
- The vice president of advocacy may choose to involve individual Chapters in a more widespread pitch that includes local media and the general membership.
- Draft is circulated to appropriate individuals and Headquarters.
- Final draft is pitched to targeted outlet(s).

The vice president of advocacy should aim to publish at least one response in a national publication or receive some other form of external national coverage during his/her term.

How does PRSSA define diversity?

Diversity can be defined many ways. PRSSA's definition includes differences in gender, age, ethnicity, race, nationality, sexual orientation, marital status, education (major/minor), religion, physical and mental abilities, and geography.

The vice president of advocacy should work each year to advocate for diversity and its relevance to the profession. This includes writing blog posts, assisting Chapters with on-campus diversity initiatives, and helping the Society understand the importance of incorporating diversity into the public relations practice.

How does PRSSA define ethics?

Ethics are systems or sets of moral principles and a branch of philosophy dealing with good, bad, right, wrong and responsible human conduct. In public relations, the ethical way is the only way.

The vice president of advocacy should work to educate members of the Society about the ethical decision making process, bringing attention to those issues that could help demonstrate how an ethical approach can be taken to solve a communication problem.

Responsibilities and Duties of the Vice President of Advocacy:

The responsibilities and duties of the vice president of advocacy include the following:

- Monitoring daily news, preparing comment when necessary and pitching releases.
- Participating on the PRSA Advocacy Advisory Board.
- Maintaining the advocacy subcommittee (if needed).
- Supporting the PRSSA Diversity Initiative & Toolkit and annual objectives.
- Assisting Chapters with local advocacy efforts as needed.
- Promoting Diversity Month and other events.
- Coordinating and promoting high school outreach.

- Maintaining and expanding on new advocacy materials: Ethics Guide, High School Outreach Guide and all diversity materials.
- Submit blog posts regarding advocacy initiatives to the *FORUM* Editor in Chief to be published to the PRSSA blog.

Current Programs

Diversity Initiative

The vice president of advocacy facilitates the completion of the PRSSA Diversity Initiative, which clarifies and enforces PRSSA's stand on diversity in the profession. PRSSA supports the Diversity Initiative of PRSA and encourages Chapters to recruit and retain a diverse membership and leadership representing the demographics at their college or university. Each PRSSA Chapter should evaluate how it will support the PRSSA Diversity Initiative and use the Diversity Toolkit as a guide to help promote and support diversity on their campus. It is recommended the vice president of advocacy also subscribe to *Diversity Inc.*, a publication on diversity in corporate America.

The Objectives of the Diversity Initiative

- Incorporate diversity into all Regional Activities and other local Chapter programs.
- Continue a *FORUM* column focusing on diversity.
- Promote the Diversity Teahan Award and help guide Chapters through the process of executing an event.
- Promote the Diversity Toolkit and help Chapters apply its principles.
- Teach the members how to effectively incorporate diversity into a public relations campaign.
- Expand the Diversity Toolkit with additional resources for the Chapters.

Challenges of the Diversity Initiative

- Ensuring that the leadership of all Chapters maintain and promote diversity
- Teaching members the broad definition of diversity
- Measuring which Chapters are utilizing the Diversity Toolkit
- Helping Chapters understand elements of a diversity campaign

Future of the Diversity Initiative

Objective: Continue to promote diversity to PRSSA members in new and creative ways.

Tactics:

- Promoting the continued diversification among members.
- Encouraging all members to include students with disabilities in the definition of diversity.
- Establishing a diversity competition for the members.

**Note on the diversity competition: Plans to launch a national competition with a large agency sponsor began in the 2010-2011 term and is tentatively planned to launch in the 2011-2012 term.*

Public Relations Student International Coalition

During the 2006-2007 term, an International Coalition was created to study global public relations in various countries using primary research and online resources such as the Global Alliance, the CIA World Factbook and Geert Hofstede's website on cultural dimensions. The coalition's mission is to educate and create awareness of the worldwide scope of the profession.

The 2006-2007 vice president of member services oversaw the international task force, with help from 2006-2007 National President Kevin Saghy. In 2008, National President Melissa Csuhran collaborated with PRSSA Headquarters and Kevin Saghy to finalize the International Coalition website. Csuhran also developed a consistent format for all research reports. Finally, task force members Rebecca Timms and Courtney Meyers completed research reports on the United States and Switzerland, respectively. As of January 2010, 17 country profiles were online.

In June 2009, the International Coalition became a permanent part of the vice president of advocacy's responsibilities. This change came by unanimous vote from the 2008-2009 National Committee at the suggestion of the vice president of member services. In

August 2009, it was recommended that the site include a blog to increase interactivity. This is still in process, and it is intended to address international public relations study abroad and work experiences.

Challenges of the International Coalition

- Maintaining and managing multiple timetables for report completion.
- Maintaining thorough records of all reports.
- Keeping older reports updated.

Future of the International Coalition

Objective: Continue to make the International Coalition relevant by incorporating new content from new individuals.

Tactics:

- Expand the task force to increase the number of analyses performed in a term.
- Solicit feedback from members on the blog and its future.
- Incorporate students' experiences from various study-abroad programs.

Synergetic Education Outreach

Synergetic Education Outreach, a national education program, educates various constituencies about public relations and PRSSA. Starting June 1, 2010, management of the Synergetic Education Outreach program, High School Outreach and the "Public Relations 101" DVD was moved to the vice president of advocacy, by a vote of the PRSSA 2009-2010 National Committee.

Program Goals

- Increase awareness of public relations, its purpose and value in the marketplace.
- Educate target publics about the role and responsibilities of a public relations practitioner.
- Educate target publics about the benefits of an education in public relations.

To further this program, PRSSA created and distributed a 10-minute DVD, "Public Relations 101," during the 2007-2008 term. Chapters are encouraged to show the DVD to freshmen and sophomores who may not have chosen a major. "Public Relations 101" can be shown to high school students or at PRSSA introductory meetings to introduce students to the Society.

The DVD contains an overview of the profession, a summary of various specialties, interviews with professionals, and information on how to pursue public relations and join PRSSA.

High School Outreach

At the PRSSA 2008 National Conference, PRSSA hosted a well-received high school session, which was repeated at the 2009 and 2010 Conferences. PRSSA encourages Chapters to host similar sessions.

2008 Session Outline

- Introduction to public relations provided by a past-PRSSA National President.
- "Why public relations?" delivered by a keynote speaker.
- Mock campaign group activity.
- Lunch while watching "Public Relations 101."
- Panel discussion with two new professionals and the PRSSA Immediate Past President.
- Networking with PRSSA state-school representatives.
- Distribution of surveys and "Where to Study Public Relations" materials.
- Length: Approximately three hours.

2009 Session Outline

- Introduction to public relations provided by the vice president of public relations.

- Presentation by the San Diego State Chapter Faculty Adviser.
- Presentation by a marketing executive and past PRSSA National President.
- Presentation by a public relations student from Ohio Northern University.
- Distribution of surveys and “Where to Study Public Relations” materials.
- Length: Approximately two hours

High School Outreach Session Guidebook

The HSOS Guidebook is a new resource added during the 2010–2011 term. The High School Outreach Session has been executed in the past by the vice president of public relations. The 2010–2011 academic school year is the first in which this initiative is the responsibility of the vice president of advocacy.

This guidebook will provide the members with the necessary resources required for executing a High School Outreach Session in their surrounding areas. The guidebook will provide suggestions for session ideas, interactive elements and evaluation tools. In addition, the guidebook will teach the Society members how to plan a session and reach out to diverse audiences.

Ethics Action Guide

During the 2010–2011 term, a new Ethics Action Guide began to be compiled to help members understand important ethical principles. This guide will assist Chapters when promoting ethics on campus, assists individuals in remaining ethical at jobs or internships and aims to teach the Society the importance of ethical conduct in the profession. Future development of the guide is necessary and will incorporate the PRSA Code of Ethics, common unethical dilemmas that PRSSA members should look out for while at their internships or jobs as well as an explanation of the ethical decision making process, originally constructed by PRSA.

The goal of the Ethics Action Guide is to help the Society understand the importance of ethics, as well as teach them how to maintain ethical conduct in the workplace and apply the ethical decision making process.

Diversity Toolkit Content Expansion

During the 2010–2011 term, the vice president of advocacy produced new materials for members. Included in these new materials is an expansion of the Diversity Toolkit. New to the Toolkit is a resource termed the “Guide to Recruiting and Maintaining a Diverse PRSSA Membership.” This guide will help members understand the meaning of diversity and will teach them how to recruit a diverse membership on their college campus.

Past Programs

Fair & Ethical Campaigning Initiative (2008)

The Fair & Ethical Campaigning Initiative asked students to advocate fair and ethical campaigning during the 2008 presidential, state and local elections.

Components of The Fair & Ethical Campaigning (FEC) Initiative

- Chapters promoted fair and ethical campaigning practices on their campuses.
- Chapters addressed FEC issues in on-campus and local elections.
- Chapters sponsored events with other campus groups to promote ethical campaigning.
- Members solicited nonmembers to sign the pledge to uphold professional values while influencing public opinion and seeking the trust of the public.
- Chapters hosted guest speakers and workshops regarding political public relations.

Challenges of Fair & Ethical Campaigning Initiative

- Ensure all Chapters support the initiative and use it on their campus.
- Get local, state and national media coverage for PRSSA.
- Measure how many Chapters have signed pledges or are promoting the FEC Initiative.

Future of Fair & Ethical Campaigning Initiative

- The success of the initiative depends on how members implement it on campus.
- The FEC Initiative could be reintroduced for the 2012 election.

Bridging the Digital Divide Initiative (2009)

The goal of this project is to relate ethical practices among public relations professionals and the classroom as the line between traditional and new media continues to blur. The initiative is researching the best social media ethics policies and practices taught at colleges and universities.

Components of the Digital Divide Initiative

- Research 10–15 PRSSA schools that are teaching new media public relations.
- Encourage those Chapters' Presidents to monitor the ethics taught at their school.
- Encourage Chapter events to evaluate and discuss ethical practices in new media.
- Work with the vice president of public relations to issue news releases on the most successful new media ethics curriculum achieved through a PRSSA Chapter.
- Create and distribute a report of successes/findings to Chapters to share with their school.

Challenges of the Digital Divide Initiative

- Finding schools with new media ethics, rather than just new media, in their curricula.
- Working with ethics, which is a controversial topic among professionals and academia.
- Identifying patterns among curricula

Future of the Digital Divide Initiative

- The initiative and its usefulness are to be evaluated by Chapters after its distribution.
- A task force might need to be created to update the report on a yearly basis.

Future of the Vice President of Advocacy

The future of the vice president of advocacy is still taking shape. This year, a lot of work has been done to ground and direct the position. This position takes great communication skill, as this position requires constant communication with the Society regarding diversity, ethics, global public relations and other advocacy issues that may arise.

This position requires flexibility, creativity and a vision. The next vice president of advocacy should work to expand current initiatives and help shape and define the position according to his/her vision. As mentioned, communication with the Society must remain constant. This will help the vice president of advocacy advocate for issues throughout the year and help the Society understand important elements of ethics and diversity.

In the future, the vice president of advocacy should add two key goals to his or her platform:

Objective: Continue the momentum of 2010–2011 and launch a national diversity competition.

Tactics:

- Gain a national agency or corporate sponsor.
- Work with headquarters to ensure a successful and reasonable timeline.
- Plan communication early to ensure significant Chapter participation.

Timeline

June

- Leadership Retreat – Scottsdale, Ariz.
- Present a summary of current events and trends as they relate to PRSSA and advocacy.

- Explain goals, objectives and roles for advocacy to the National Committee.
- Arrange for a phone call with the PRSA regarding advocacy.
- Start daily monitoring of trade publications.

July

- Develop subcommittee.
- Set an agenda for monthly blog posts.
- Use stipend for *PRWeek* and *Diversity Inc.* subscriptions.
- Work with the vice president of Chapter development to encourage Chapters to have an advocacy executive board position and/or standing committee on advocacy.
- Establish advocacy blog schedule.

August

- Finalize yearlong initiative (as determined by vice president).
- Finalize subcommittee.

September

- Incorporate subcommittee into advocacy issues and topic selection.
- Promote Ethics Month via Biweekly Update, PRSSA website and PRSSA blog.

October

- Use National Conference to promote advocacy, diversity and ethics.
- Revise timeline for the remainder of the term.
- Promote Diversity Month via Biweekly Update, PRSSA website and PRSSA blog.

November

- Promote initiatives via Biweekly Update, PRSSA website and PRSSA blog.
- Evaluate platform based on feedback provided at National Conference.
- Develop plans for expanding initiatives.

December

- Supervise Chapter use of the Diversity Toolkit and Advocacy Toolkit. Redraft as needed.

January

- Provide update to Society on yearlong initiatives.
- Solicit feedback from Chapters regarding the yearlong initiatives.
- Continue expanding on current initiatives.

March

- National Assembly/transition the incoming vice president of advocacy.
- Write a *Diversity Inc.* article.

April

- Final contact with Chapters regarding advocacy, diversity and ethical initiatives.
- Maintain contact with incoming vice president of advocacy.

Vice President of Chapter Development

The vice president of Chapter development's responsibilities include, but are not limited to, coordination of programming for the PRSSA National Conference Chapter Development Sessions and Chapter President's Leadership Workshop, planning leadership training workshops for the PRSSA National Assembly, planning PRSSA's Community Service Initiative at National Conference, running and promoting the annual FUNdraising Bowl, moderating and planning the monthly #PRSSA Twitter chats, and serving as a resource for Chapters and their leadership.

Current Programs

#PRSSA Twitter Chats

The vice president of Chapter development coordinates and moderates monthly #PRSSA chats. Currently chats are held 9-10 p.m., every last Wednesday of the month during the months of September, October, November, (off December for winter break), January, February, March and April.

- Determine chat topics for the year that will benefit and interest members.
- Develop five questions to ask during the chat to encourage conversation.
- Promote the chats starting two weeks before chat is scheduled to take place.
- If topic permits, ask PRSA mentors to join in.
- Check calendar to make sure designated Wednesdays don't fall on a holiday weekend (e.g., Thanksgiving).
- Provide transcript of chat soon after for anyone who couldn't join in the live feed.

This new initiative was a success for the vice president of Chapter development position. In the first few months of implementation, the number of #PRSSA chat tweets matched the number of tweets that more developed Twitter chats such as #PRStudChat and #internchat produced.

2010-2011 Chat Results:

- Preparing for the Year: Goal Setting (July): 56 participants, 377 tweets.
- PRSA/PRSSA Relationships (September): 37 participants, 354 tweets.
- Best Practice Sharing/FUNdraising (October): 96 participants, 528 tweets.
- Ask a Mentor (November): 114 participants, 1126 tweets.

Challenges of Twitter Chats

- Determining topics that will interest members while pertaining to PRSSA and public relations.
- Finding a replacement moderator should the vice president be unable to moderate.
- Promoting the chats via appropriate channels.

Future of Twitter Chats

Objective: Chat topics should remain interesting to engage participants and focus on industry trends.

Tactics:

- Continue promoting through tweets, Facebook posts and messages, Biweekly Updates and Presidents' Listserv.
- Promote the benefits and encourage non-Twitter members to engage.
- Twitter chats should remain a source of member communication and connection until chats no longer meet the 500-1,000 tweet recommendation or the National Committee decides a new channel of communication is better worth pursuing.

Community Service Initiative at National Conference

The vice president of Chapter development coordinates and promotes a community service project at National Conference.

Past Community Service Projects

- 2010-2011: For the Love of Children, Washington, D.C. Students donated ink cartridges, money and used cell phones to help FLOC raise money for new computers.

- 2009–2010: PR Students Who Care, with San Diego Youth Services Storefront Shelter. Storefront, a 20-bed emergency shelter for youth ages 12 to 17, provides basic needs for preteens and teenagers, including shelter, food, clothes, school enrollment, crisis counseling and medical care. PRSSA donated 724 wish-list items and \$324, which had an approximate value of \$2,000.
- 2008–2009: Toys for Tweens & Teens. This program provides gifts to underserved youth who are likely to age out of the Lutheran Social Services of Michigan foster care services. At Conference, 62 volunteers from 15 Chapters donated and wrapped gifts.
- 2007–2008: Rowan University Conference Committee member Rebecca Timms organized help for a local food bank and city park cleanup, producing more than 400 hours of service. The National Committee introduced two new programs, Forty Hours for Forty Years and 40/40 Club, detailed under past programs.
- The 2006–2007 National Committee held a card-making drive at National Conference to benefit local children’s hospitals in Salt Lake City.

Challenges of Community Service Initiative

- Encouraging Chapters and members to participate.
- Promoting the Community Service Initiative in the limited time after Conference promotions end and Conference begins.
- Securing volunteers.
- Working out the logistics – including who picks up or drops off collected materials.
- Finding a community service project suitable for the Conference location and facilities.
- If collecting items, recognizing certain items are difficult to travel with and can take up too much room in luggage.

Future of Community Service Initiative

Objective: Launch an initiative that engages not only Chapters attending National Conference, but other Chapters, too.

Tactics:

- Keep an open mind for service projects during the school year.
- Begin the search for a service project earlier in the term (finalize by beginning of August).
- Keep in mind logistics – will the organization come to collect the items? Do they have to be dropped off?

Chapter Development Sessions

These sessions happen at the beginning of National Conference. Schools bid to share best practices in fundraising, membership retention and other Chapter tasks through creative presentations. The outgoing vice president of Chapter development and National President select presenters with optional suggestions from the incoming vice president.

- Select eight Chapter presenters, plus one or two alternates, using the following criteria:
 - Presentation will pertain to all PRSSA Chapters or members.
 - Presentation idea is adequate for allotted 25 minutes.
 - Topic is unique, but relevant.
 - Topic incorporates a “How To” element (e.g., how to retain members, how to fundraise for Conference, etc., so Chapters can learn).
- Divide Chapters into four sessions (two 25 minute presentations for each and 10 minutes Q&A), pairing complementary topics and appropriate titles.
- Send Chapter Development Session presenters’ packets to schools. This includes:
 - Congratulatory letter
 - National Committee contact information
 - School presentation pairs
 - Contact information for the paired schools
 - List of deadlines for reports, AV equipment needs, etc.
- Work with Chapters beginning the summer before National Conference to ensure Chapters have necessary information, guidance and supplies for their presentation. Be available for questions and advice.
- Get in contact with each presentation’s contact person to set up a conference call with their group (should take place in September). During the call, Chapters should present as if they were at Conference. Have them submit their slideshow presentations. Make suggestions, give constructive feedback and check slideshows for errors and proper PRSSA style usage.

- Before National Conference, assign each National Committee member (except vice president of Chapter development and National President) a session to introduce. Have National Committee members get in contact with presenting groups.
- Check in regularly with presenting Chapter contacts and National Committee contacts.
- Plan rehearsal time for the Chapters (via the Conference Committee) prior to sessions at Conference (ideally Thursday evening or Friday morning). Make sure presentation groups know to plan travel arrangements around rehearsal time.
- Select one to two volunteers to assist with rehearsal schedule and final practices.

Challenges of Chapter Development Sessions

- Keeping Chapters on target with their sessions and topics.
- Providing constructive criticism, keeping in mind the needs of the Conference attendees.
- Maintaining communication with presenting Chapters during the summer.
- Securing audio/visual needs for each session in a timely manner.
- Effectively balancing all responsibilities on-site at National Conference.

Future of Chapter Development Sessions

Objective: Continue to hold eight 25-28 minute sessions that are original, exciting, diverse and provide members with beneficial information.

Tactics:

- Have Chapters promote sessions ahead of time to encourage more attendance at Conference.
- Chapters should be interactive during their presentations and research, and incorporate other Chapters' alternative solutions to make the presentations pertain to Chapters of all sizes and needs.
- Encourage new Chapters who have had recent success apply to host a Chapter Development Session in the future.

Chapter Presidents Leadership Workshop

The Chapter Presidents Leadership Workshop is a development tool for Chapter Presidents who attend National Conference. The vice president of Chapter development sets the theme, secures pro bono speaker(s) with PRSSA Headquarters' and the National President's approval, works with speakers to determine an agenda and contacts Headquarters with audio/visual requirements.

Challenges of Chapter Presidents Leadership Workshop

- Securing a speaker.
- Tactfully discussing the presentation with the speaker to ensure it meets Chapter Presidents' needs and the vice president's expectations.
- Arranging the speaker's audio/visual needs.

Future of Chapter Presidents Leadership Workshop

- PRSSA will continue this session as a leadership enhancement tool.
- Presidents continue to look for tips about how to successfully lead their executive boards and members in the following areas:
 - Goal setting
 - Motivation
 - Chapter and personal branding
 - Fundraising
 - Starting a student firm
 - Helping members find their passion
 - Diversity
 - Member involvement
 - Credibility
 - Getting involved nationally
 - Substantive meeting content
 - PRSA and mentor relationships

Leadership Training Sessions at National Assembly

Leadership training sessions allow the PRSSA National Committee, Headquarters and PRSA leaders to provide information and professional development to Chapter leaders. The vice president of Chapter development is responsible for the following:

- With the National President, set themes and outline three one-hour sessions.
- Provide outlines to National Committee members hosting each session.
- Secure, if desired, and work with pro bono speaker(s) for the workshop.
- Contact PRSSA Headquarters with audio/visual requirements.

Challenges of Leadership Training Sessions

- Creating sessions that are beneficial for a range of PRSSA members.
- Implementing humorous pre-session skits as ice breakers (if desired).

Future of Leadership Training Sessions

- Continue three one-hour sessions.
- Continue ice-breaking pre-session skits.

National FUNdraising Bowl

In 2004, student-submitted fundraising ideas were compiled into “The Playbook,” and the FUNdraising Bowl was created. The program motivates Chapters to raise money for National Conference and Chapter activities. It has three parts:

- Preseason: Chapters send fundraising ideas to the vice president of Chapter development. The ideas are added to the playbook and posted online.
- Regular Season: Chapters use ideas in the playbook to raise money for their Chapter.
- FUNdraising Bowl: One Chapter wins each month, and then one overall winner receives two free registrations to the upcoming National Conference.

Challenges of National FUNdraising Bowl

- Soliciting applications.
- Raising awareness about and encouraging participation in the program.
- Encouraging the members to review “The Playbook.”

Future of National FUNdraising Bowl

- Promote National FUNdraising Bowl preseason at National Conference.
- Maintain a four-month regular season and publicize monthly winners.
- Promote “The Playbook” during National Conference and National Assembly.
- Award two registrations for National Conference to the Bowl winner.

Presidents-Talk

The Presidents-Talk listserv was created in 2003, replaced with the PRSSA blog by the 2006–2007 National Committee and re-established in fall 2008 due to interest among Chapter Presidents who attended the first Leadership Rally. Presidents-Talk is an open forum through which Chapter Presidents can ask questions and share successes. To receive e-mails, Chapter Presidents must sign up via the PRSSA National website. The vice president of Chapter development monitors the listserv and discussion.

Challenges of Presidents-Talk

- Getting Chapter Presidents to use the resource.

Future of Presidents-Talk

- Encourage Chapter Presidents to participate.
- Provide topics of discussion to engage more Chapter Presidents.

The Pacesetter Award

The Pacesetter Award is given at the Farewell Breakfast to the Chapter whose members show the most enthusiasm, friendliness, energy and dedication to PRSSA throughout National Conference. Chapter Presidents vote on the winner. They are not allowed to vote for their own Chapter.

Challenges of Pacesetter Award

- Coordinating logistics for passing out and collecting ballots from Chapter Presidents.
- Chapter Presidents often do not remember Chapter's names for the ballots.
- Getting the Pacesetter ballots back from Chapter Presidents.

Future of Pacesetter Award

- Have Chapters vote and collect ballots at the same time during Conference, after they've had a chance to interact with Chapters (versus at the beginning of Conference).

C.H.A.R.T. Guide

Created by the 2006–2007 vice president of member services, the PRSSA C.H.A.R.T. Guide helps each Chapter create and maintain a record of its history and accomplishments. Modeled after the PRSSA Situation Analysis, a Chapter's C.H.A.R.T. is a work in progress and should be updated annually by individuals delegated by or serving on a Chapter's executive board. A Chapter's C.H.A.R.T. should help prospective Chapter leaders understand the responsibilities of local officers, as well as ensure smooth and effective leadership transitions each year.

In January 2009, the C.H.A.R.T. Guide became a permanent part of the vice president of Chapter development's job description. This change came by unanimous vote from the PRSSA 2008–2009 National Committee at the suggestion of the vice president of member services.

Challenges of the C.H.A.R.T. Guide

- Although several Chapters have implemented the guide, more promotion is needed
- Some Chapters have their own methods of keeping historical records

Future of the C.H.A.R.T. Guide

- Continue promoting via social media, *FORUM* and at National Conference. Promotion is particularly important in January when Chapters are planning their transition.

Past Programs

Forty Hours for Forty Years and 40/40 Club

This yearlong project invited each Chapter to donate forty service hours over the 2007–2008 school year. Chapters sent in applications and press releases detailing the service they provided. Once hours were approved by the vice president of Chapter development, Chapters were inducted into the 40/40 Club to commemorate PRSSA's 40th anniversary. The 40/40 Club inductees were California Polytechnic State University, Marshall University, Point Park University, Rowan University, University of Cincinnati, University of Memphis and University of Nebraska Omaha.

Challenges of Forty Hours for Forty Years and 40/40 Club

- Encouraging Chapters and members to participate.
- Getting Chapters to send in proper information.

Future of Forty Hours for Forty Years and 40/40 Club

- Using this initiative to promote Teahan Community Service Award.
- Encouraging 40/40 Club inductees to help promote community service.

Daring Duo Program

The 2000–2001 vice president of Chapter development started the Daring Duo program to enhance local, state and national Chapter development. The program matched Chapters in different states, so leaders could share tips, hints, successes and failures. The program started with 18 Chapters in nine pairs, but the 2003–2004 National Committee disbanded it because of lack of participation. Schools in the program were identified as Society leaders, furthering disparity in the status of Chapters.

Timeline

March–May

- Revise platform; include goals, objectives and tactics.
- Review Chapter Development Session applications. Introduce yourself to applicants.
- Review and improve current programs, which may include ending some programs.
- Draft releases for upcoming programs like the Community Service Initiative.
- Think of potential Twitter chat topics for the semester.

June

- Leadership Retreat – bond with the National Committee members. Present goals and platforms. Suggested agenda items for the National Committee retreat:
 - Select a pro bono speaker for the Chapter Presidents Leadership Workshop.
 - Discuss list of potential Twitter chat topics.
 - Present information on new and returning programs.
 - Have goals, objectives, tactics and Chapter Development Session timeline ready.
- Contact selected Chapter Development Session presenters.

July–August

- Continue to revamp goals, objectives and tactics, if necessary.
- Get updates on the progress of Chapter Development Session schools. Set up conference calls for September to listen to presentations.
- Make contact with PRSSA Phone/E-mail Tree schools.
- PRSSA National FUNdraising Bowl preseason – start thinking about promotions.
- Plan PRSSA Community Service Initiative for National Conference.
- Make sure FUNdraising Bowl winners are notified and that Headquarters knows what Chapter will receive two free registrations for Conference.

September

- Finalize all projects for National Conference.
- Send Chapter Development Session audio/visual needs to PRSSA staff and plan rehearsal.
- Remind schools about rehearsal; give them meeting time and location (might not be able to do until October depending on what info is available from hotel).
- Revise vice president of Chapter development job description as needed.
- Call Chapter Development Session presenters for final presentations.
- Assign National Committee members equally to the sessions to help and supervise.
- Prepare information to promote current programs during Career Exhibition at National Conference.
- Submit materials for exhibition (copies of FUNdraising Playbook, Chapter Handbook, etc.) to Headquarters.
- Promote and host first #PRSSA Twitter chat.

October

- All presentations for Conference completed. Tie up loose ends for Conference.
- Promote and host #PRSSA Twitter chat.

November

- Organize information for PRSSA National FUNdraising Bowl Playbook.
- Promote and host #PRSSA Twitter chat.
- Contact Phone/E-mail Tree Chapters with updates if needed.

December

- Finalize information for PRSSA National FUNdraising Bowl Playbook; revise book.

- Revise FUNdraising submission forms as needed.

January

- Choose topics for Leadership Sessions at National Assembly.
- Select winner of the month for the National FUNdraising Bowl.
- Promote C.H.A.R.T Guide.
- Promote and host #PRSSA Twitter chat.

February

- Distribute outlines to National Committee for Leadership Sessions at National Assembly.
- Select winner of the month for the National FUNdraising Bowl.
- Promote and host #PRSSA Twitter chat.

March

- National Assembly: Finalize and rehearse Leadership Sessions with National Committee.
- Select winner of the month for the National FUNdraising Bowl.
- Promote and host #PRSSA Twitter chat.

April

- Select winner of the month for the National FUNdraising Bowl.
- Review applications for the Chapter Development Sessions and listen to pitches.
- Promote and host #PRSSA Twitter chat.

May

- Select the National FUNdraising Bowl champion.
- Choose Chapter Development Sessions with National President and new vice president.

Vice President of Internships/Job Services

Vice president of internships/job services' responsibilities include, but are not limited to:

- Developing and promoting national internship directories.
- Maintaining the Internship Center and building relationships with potential employers.
- Updating the Career Manual and Employment Resource Guide.
- Connecting a national network of public relations students.
- Promoting the Internship Center's benefits to PRSSA members.
- Updating the Internship Center postings within two to three days of the changes.

Current Programs

Internship Center

In July 2002, the PRSSA Internship Center, as it was known then, was created as a comprehensive, online database of public relations internship and job opportunities for PRSSA members.

In September 2006, JobCenter, as it was called then, was altered to address privacy issues. Only signed-in employers can view résumés, preventing third parties from accessing members' information. The new site also conceals candidate and employer contact information. The site's layout was reconstructed to make searching for jobs, managing résumés and other functions more intuitive. Members and employers can manage their account on their own. The theme "JobCenter: Need to hire? Need a job? PRSSA's Online Career Resource Center" was implemented.

As a first-time visitor to the Internship Center, an employer registers and creates a profile, which includes contact information and a company summary. Profiles are included in all the employer's postings. A registered employer can add, edit or delete a posting at any time.

As a first-time user, a member must register by providing a Chapter login code, which can be supplied by their Chapter President, their Faculty Adviser or the vice president of internship/job services. After registering, the PRSSA member creates an account using an e-mail address and a personal password.

Members may post their résumés online for registered employers and other PRSSA members to view. Registered employers can search résumés by date, last name and keywords. Each PRSSA Internship Center posting includes the company's name, address, Web address and contact person. Postings also show the date posted, the position available, a job description, qualifications, compensation and instructions on how to apply. PRSSA Internship Center lists opportunities in all aspects of public relations including firms, corporations and nonprofits. Internship Center can be searched by date, city, state, company or keywords.

Running Statistics of the Internship Center

Year	Internships	Résumés	Employers	Students
2000	n/a	n/a	146	n/a
2001	n/a	n/a	101	n/a
2002	n/a	n/a	83	n/a
2003	n/a	n/a	231	n/a
2004	n/a	58	241	1,234
2005	21	80	270	1,279
2006	260	118	368	1,562
2007	262	210	427	1,607
2008	452	189	474	1,545
2009	156	206	182	1,375
2010	123	141	149	1,288

PRSSA Internship Center also includes the Career Manual, which began as a collection of Web pages with interviewing tips, a skills inventory and a personal press kit. In 2009, the vice president of internship/job services began an extensive redesign of the Career Manual. Using the existing information coupled with new primary and secondary research, career resources should be continually updated to make sure these resources are relevant to members.

In the fall of 2010, the vice president began working with the vice president of public relations to spread the word about the Internship Center via PRSSA National social network channels. This included taking a more active role on LinkedIn and Twitter. In addition, the newly redesigned website began to host Internship Center testimonials as a way to promote the Internship Center to new users.

Internships/Job Services Subcommittee

The Internships/Job Services Subcommittee encourages organizations to post employment opportunities on the Internship Center. Members of the subcommittee may contact PRSSA Chapters to encourage members to sign up on the Internship Center. Members gain experience such as:

- Opportunity to interact with National Committee members.
- First-hand view of newest internships/jobs.
- National PRSSA leadership role to be placed on résumé.
- Opportunity to polish networking skills.
- Opportunity to improve the Internship Center.

Responsibilities

- Reach out to professionals across the country.
- Help formulate best ways to reach prospective employers.
- Participate in conference calls.
- Send monthly updates to the vice president.

Current Promotion

PRSSA internal promotions include PRSSA-Talk, Chapter mailings, *FORUM*, the Biweekly Update and the PRSSA blog.

Objective: Increase the number of students registered on Internship Center by 25 percent.

Tactics:

- Distributing new internship information via social media channels.
- Promoting the Internship Center in *FORUM* with articles on career advice and internships.
- Placing a PRSSA Internship Center link on the PRSSA home page to increase visibility.
- Encouraging Chapter Presidents to promote the Internship Center and distribute the login code.
- Distributing materials about Internship Center at all National PRSSA events.
- Distributing an Internship Center factsheet at National Conference.
- Encouraging Chapters to feature Internship Center in their Chapter newsletters.
- Promoting Internship Center through the Biweekly Update to all PRSSA members.

Past Promotions

Research conducted at the PRSSA 2002 National Conference and in focus groups identified two primary Internship Center promotional needs:

- Increasing awareness of the Internship Center among members so they utilize this resource.
- Attracting more employers to post internship opportunities on the Internship Center.

To be more effective, the vice president of job/internship services and Chapter leaders must distribute login information, but more PRSSA members need to learn about the Internship Center. Sending promotions to all members may aid in retention and the PRSSA to PRSA transition.

All PRSSA States Represented on the Internship Center

To provide as many internship and employment opportunities as possible, the National Committee and the vice president of internships/job services work extensively with PRSSA Headquarters, PRSA Chapters and PRSSA Chapters nationwide to provide internships in every state with an active PRSSA Chapter. Economic conditions have affected these efforts, but with help from the subcommittee, opportunities are still being found and posted on the Internship Center.

Challenges of All PRSSA States Represented on the Internship Center

- Lack of awareness of Internship Center from employers and students.
- Lack of employment opportunities in certain states.
- Convincing employers to post opportunities on the Internship Center.
- Motivating subcommittee members to follow up with employers in assigned states.

Future of All PRSSA States Represented on the Internship Center

Objective: Represent all states on the Internship Center.

Tactics:

- Add subcommittee members to reach out to more employers from unrepresented states.
- Additional resources such as PRSSA Chapters utilized for their employment contacts.

Timeline

June

- National Committee Leadership Retreat – Scottsdale, Ariz.
- Identify potential candidates for subcommittee by region.
- Draft a pitch letter/e-mail for communicating with employers.

July

- Begin contacting new employers and encourage them to post fall positions.
- Finalize any changes to Employment Resource Guide (ERG) and online Career Manual.
- Send employer pitch letter to PRSSA Headquarters for editing and approval.
- Draft letter for PRSA Chapter Presidents.
- Draft first *FORUM* article.
- Recruit subcommittee members.

August

- Make contact with Chapter Presidents via National Committee regional phone tree.
- Begin sending messages on social media channels; emphasize positions for fall.
- Encourage Chapters to host portfolio/résumé reviews to emphasize the available resources on the Internship Center.
- Send PRSA letter to PRSSA Headquarters for editing and approval.
- Submit *FORUM* article to *FORUM* Editor in Chief.
- Begin *active* recruiting of internship opportunities for fall semester.
- Continue recruiting subcommittee members.

September

- Continue sending messages via social media channels, linking to ERG.
- Encourage PRSA local Chapters to get involved with PRSSA students in posting new positions for their company (or HR) and searching for candidates:
 - Emphasize the need for quality students with real-world experience.
 - Encourage them to access our site in search for these students.
- Utilize subcommittee members to oversee regions and record statistics.
- Send PRSA letter to all sponsoring PRSA Chapter Presidents.
- Maintain internship recruiting efforts for website.

- Promote career fair and other career-related sessions of conference on social media channels and in Biweekly Updates.

October

- Continue sending messages via social media channels, linking to ERG.
- Highlight Internship Center resources at PRSSA National Conference.
- Develop any curriculum or training materials for Conference.
- Maintain internship recruiting efforts for website.
- Draft second *FORUM* article.
- Attend National Conference.

November –December

- Begin *active* internship recruiting efforts for spring.
- Continue sending messages via social media channels; emphasize spring positions.
- Submit *FORUM* article to *FORUM* Editor in Chief.
- Generate national statistics and information for the Situational Analysis.

January

- Make contact with Chapter Presidents via National Committee regional phone tree.
 - Encourage Chapters to host portfolio/résumé reviews to emphasize the available resources on the Internship Center.
 - E-mail Chapters again with login information and ERG.
- Maintain internship recruiting efforts.
- Encourage eligible subcommittee members to run for National Committee at Assembly.
- Continue sending messages via social media channels; emphasize spring positions.

February–March

- Continue sending messages via social media channels.
- Encourage PRSA Chapters to get involved with PRSSA students in posting new positions for their company (or HR) and searching for candidates:
 - Emphasize the need for quality students with real-world experience.
 - Encourage them to access our site in search for these students.
 - Attend Regional Activity (can also be January or April, depending on the region breakdown).
- Attend National Assembly.
- Maintain internship recruiting efforts for summer positions.

April–May

- Continue sending messages via social media channels; emphasize open positions for spring.
- Begin training the new vice president of internship/job services.
- E-mail Chapters highlighting new positions listed on the Internship Center.
- Final push for internship opportunities.
- Provide additional training and resources for incoming vice president.

Vice President of Member Services

The vice president of member services is primarily responsible for understanding and promoting PRSSA's member benefits. The responsibilities include, but are not limited to, recruiting new Chapters and overseeing and expanding the Affiliate Awards and PRSSA scholarships. This individual will also recruit and aid universities seeking to establish Chapters, promote and educate members about the PRSA Associate Membership and oversee the Affiliate Program.

CURRENT PROGRAMS

The Affiliate Program

The Affiliate Program was created to provide students at schools that do not meet the charter requirements with professional development opportunities and select member benefits – *Public Relations Tactics*, *FORUM*, Internship Center other educational materials from PRSSA Headquarters and contact with a local PRSA Chapter. Affiliation costs \$82 annually per student. The vice president of member services oversees this program and acts as a liaison between the affiliate community and the PRSSA National Committee.

In December 2006, the program opened, and by Nov. 1, 2007, there were 34 affiliates. PRSSA and the vice president of member services did not promote the Affiliate Program until the 2007-2008 term.

In October 2007, the PRSA National Assembly voted to establish a PRSA/PRSSA Affiliate Task Force through which both Societies would contact and aid affiliates and potential new Chapters.

In November 2007, the vice president of member services started an Affiliate Outreach Initiative to educate colleges about the requirements for a charter and encourage students to join as an affiliate.

In spring 2008, PRSSA purchased a mailing list of colleges (both community and four-year) to which the vice president of member services sent 411 letters to a journalism, communications or similar dean, director or chairperson. The vice president of member services assessed the results in summer 2008 and concluded personal contact provided better results than letters alone.

In March 2008, the PRSSA Assembly voted to allow international affiliates.

In November 2008, the vice president of member services launched an Affiliate Program student subcommittee to call schools without PRSSA Chapters, offering help with the chartering process, course curriculum development and information about the Affiliate Program.

In November 2010, the vice president of member services conducted follow-up phone calls to provide affiliates an opportunity to address concerns and provide feedback. Upon completion of the calls, a PRSSA Affiliate Update was created for the review of the PRSA Student Affiliate Task Force. The documents discussed in the update include the general data of the Affiliate Program, background of Affiliates and Affiliate Member feedback, further categorized into strengths, weaknesses and future goals of the program.

In December 2010, the PRSA Student Affiliate Task Force held the last official conference call to discuss final updates and projects. All future responsibilities of the Affiliate Program will be directed under the supervision of the vice president of member services.

Challenges of the Affiliate Program and Chapter Recruitment

- Members of PRSSA and PRSA are enthusiastic about the Affiliate Program and want it to advance quickly in numerous directions. PRSSA must focus on taking thoughtful steps before expanding the program beyond its means.
- Coordinating efforts among PRSSA and PRSA subcommittees, task forces and academies.
- Providing worthwhile benefits for affiliates while stressing the importance of membership within PRSSA.
- Providing a PRSA contact for affiliates who are too far from a PRSA Chapter.
- Current administrative procedures cannot handle large numbers of affiliates.

Future of the Affiliate Program and Chapter Recruitment

Objective: Research, create and implement a promotional plan for effective outreach to and retention of community college students.

Tactics:

- Implement e-mail discussion group via e-groups for PRSSA Affiliates to share best practices and actively discuss PRSA/PRSSA activities. The discussion group link should be provided on the PRSA and PRSSA websites for convenient access.
- Encourage grassroots outreach to engage more Affiliates.

Day-of Competition at National Assembly

Founded at the PRSSA 2003 National Assembly, the Day-of Competition gives students hands-on public relations experience and an opportunity to meet and network with public relations students and professionals from around the country. It supplements leadership training sessions provided during Assembly.

The vice president of member services obtains a sponsor and client (typically the same organization) for the Day-of Competition. The client develops a public relations challenge to pose to competition participants. Participants, divided into teams, have one hour to develop a public relations plan that will be presented before the client and other public relations professionals. The winning team will be recognized at the welcome reception and on the PRSSA website, and team members receive a personalized plaque and monetary reward.

Challenges of the Day-of Competition

- Finding sponsors for the event.

Future of the Day-of Competition

- The Day-of Competition will remain a part of National Assembly programming.
- The vice president of member services should maintain records of procedures and potential clients for future use.

Recruitment Package and Membership Guide

Every fall, a recruitment package is sent to PRSSA Chapter Presidents with talking points, various handbooks and manuals, and copies of the Membership Guide. The Membership Guide, created in 2003 and redesigned in 2006 and 2008, is a one-stop resource for information about the programs, services and member benefits PRSSA offers. The guide includes the background on the Society; PRSSA's Code of Ethics, mission and vision statement; information about the Society's organizational structure, communications vehicles, affiliation with PRSA, travel opportunities and scholarships. It is also downloadable on the PRSSA website.

Challenges of Recruitment Package and Membership Guide

- Maintaining up-to-date information in the Membership Guide.
- Providing the necessary tools in order to retain Chapter involvement.

Future of Recruitment Package and Membership Guide

Objective: The Membership Guide should be updated before the school year begins and utilized by Chapters to recruit on a local level.

Tactics:

- Include any new or updated materials from all members of the National Committee; should be reviewed for addition to the Recruitment Package.
- Include communication in biweekly e-mails, *FORUM*, blog and other mediums from the Membership Guide in order to promote this.
- Share current best practices to help Chapter Presidents recruit.

Scholarship, Award and Competition Promotion

PRSSA offers more than \$20,000 in individual and Chapter scholarships and awards each year. Funding comes primarily from PRSA members and their families, public relations agencies and the Champions for PRSSA.

At the PRSSA 2008 National Conference, the Society introduced the Star Chapter Award. This award asks Chapters to meet eight of 10 attainable goals for growth and improvement. All Chapters are eligible. There is no limit to the number of stars one Chapter can receive.

Challenges of Scholarship and Award Promotion

- The application process may seem daunting at first.
- Many members believe they are not qualified for PRSSA scholarships or awards.
- Past scholarship and award promotional efforts are only marginally effective.

Future of Scholarship and Award Promotion

- Effectively brand and promote the Star Chapter Award as a status for Chapters to attain each year.
- Educate members about the requirements of PRSSA scholarships and awards.
- Encourage Chapters to apply for Teahan National Chapter Awards, The Plank Center for Leadership in Public Relations Ethics Advocacy Award and the Star Chapter Award.
- Infuse scholarship, award and competition promotion into Chapter programming.

NEW PROGRAMS

Community College Outreach Session

The Community College Outreach Session aims to target community college students and increase awareness of PRSSA and its member benefits. In partnership with the vice president of advocacy, the Community College Outreach Session is modeled after the High School Outreach Session. Ideally, the session would take place during the course of the PRSSA National Conference.

Challenges of the Community College Outreach Session

- Locating an appropriate community college within proximity of the PRSSA National Conference hotel.
- Handling logistical aspects of the session and establishing a concrete agenda that will benefit the target population within specific timeline.

Future of the Community College Outreach Session

Objective: Host a Community College Outreach Session at National Assembly and promote the Affiliate Program.

Tactics:

- Consider holding Community College Outreach Session on Wednesday of the PRSSA National Assembly.
- Promote the PRSSA Affiliate Program.
- Incorporate elements from the High School Outreach Session held at National Conference.
- Establish a working document of all potential community colleges for future National Committee members.

FORUM Column: "Setting the Pace"

Implemented in summer 2010, this column provides an opportunity for Chapter members to highlight their best practices and successes. Due to the lack of awareness of member services, including but not limited to scholarships, online toolkits, membership guides and social media outlets, the column serves as one outlet to disseminate information to PRSSA general members.

Challenges of the "Setting the Pace" FORUM Column

- Recruiting members who actively participate within the Society and requesting they write an article by deadline.
- Maintaining a diverse representation of PRSSA membership (e.g., geography, various scholarships, populations).

Future of the "Setting the Pace" FORUM Column

- Effectively promote the "Setting the Pace" column among PRSSA general members.
- Create and implement strategic plan to increase *FORUM* readership.

YouTube Video Series: “What Can PRSSA Do For You?”

This three-part video series aims to recognize specific Chapters and individual members who demonstrate active participation within the Society and have utilized a wide variety of PRSSA member services.

Challenges of the “What Can PRSSA Do For You?” YouTube Video Series

- Recruiting members whom are knowledgeable of video editing software.
- Creating interesting and creative storylines for the videos.
- Establishing concrete timeline of video submissions and release dates.

Future of the “What Can PRSSA Do For You?” YouTube Video Series

- Effectively promote the video series and aim to increase number of YouTube video views.
- Create dialogue among members on the PRSSA YouTube page.

Newly Designed PRSSA Scholarships and Competitions Webpage

Launched in fall 2010, PRSSA established a newly designed website modeled after the PRSA website’s organizational structure and color format. The website offers PRSSA members an easy and efficient method to locate the following items: Individual Scholarships, Chapter Awards, Leadership Recognition, Bateman Competition and other competitions.

Challenges of the New PRSSA Scholarships and Competitions Web Page

- Current PRSSA members are not familiar with the new PRSSA website format, which may in turn cause confusion.

Future of the New PRSSA Scholarships and Competitions Web Page

- Effectively promote new Scholarships and Competitions web page and serve as a resource for PRSSA members to direct questions or concerns.

Discussion Forum

Created in fall 2004, this is a message board on which Chapters could post best practices. Due to the confusion between the general message forum and the best practices forum, this was removed in fall 2007. All discussion forums were removed in fall 2008, as these were spam-ridden and little-used.

PRSSA/PRSA Transition

In June 2009, the PRSSA/PRSA Transition became a permanent part of the National President’s and Immediate Past President’s job descriptions. This change came by unanimous vote from the PRSSA 2008-2009 National Committee.

Rationale: The National President and Immediate Past President – generally a senior or graduate student and recent graduate, respectively – are the faces of PRSSA. They lead the way for future members and serve as the best example of how students should continue their professional education as members of PRSA.

Recruitment DVD

The DVD was released in the 2004 fall recruitment package. The DVD gives a general description of the Society’s mission and goals, with interviews of national and local PRSSA members. The DVD was created after previous attempts to collect a video from the Recruitment Video Contest were not successful. The 2003-2004 National Committee discontinued the contest. The DVD also replaced a PowerPoint slide show edited and placed on the website in 2003.

Future of the Recruitment DVD

- The DVD may be reviewed and updated to reflect PRSSA’s current vision and initiatives if thought an effective use of money and time.

Breakdown of Scholarship/Award Programs:

- Altschul Champions for PRSSA Outstanding Internship Award
 - Recognizes a student who demonstrates outstanding academic excellence in public relations and strong practical performance in the field.
 - Award: \$300 and a formal national certificate. The winner's internship supervisor will also be awarded a certificate to recognize support of public relations students.
- Bateman Case Study Competition
 - Award: \$5,000 total
 - First Place: \$2,500/trophy
 - Second Place: \$1,500/plaque
 - Third Place: \$1,000/plaque
- Betsy Plank/PRSSA Scholarships
 - Sponsored by the PRSA Foundation, the program was established by the Champions for PRSSA, an informal group of professionals who have special, ongoing interests in PRSSA, its members and public relations education.
 - Award: \$4,500 total
 - First Place: \$2,000
 - Second Place: \$1,500
 - Third Place: \$750
- Daniel J. Edelman/PRSSA Award for Outstanding Public Relations Student
 - Created in honor of Daniel J. Edelman.
 - Award: \$1,500 cash award (\$1,000 upon winning award and an additional \$500 upon start date of internship); an engraved globe sculpture; three-month paid internship in one of Edelman's U.S. offices and name of recipient(s) displayed at Edelman headquarters in Chicago. Runner-up award of \$500 and an opportunity to interview at one of Edelman's U.S. offices for a full-time position.
- Gary Yoshimura Scholarship
 - Developed in memory of Gary Yoshimura. Open to all PRSSA members who demonstrate a financial need for the pursuit of higher education in the public relations field.
 - Award: \$2,400 for continued study in public relations
- Hall of Fame Award
 - Presented annually to one former PRSSA member who has built a distinguished career in public relations and who continues to contribute to public relations education through PRSSA involvement.
 - Award: Plaque
- Lawrence G. Foster Award
 - The purpose of this award is to recognize an undergraduate student who has demonstrated an understanding and commitment to achieving excellence as a future public relations professional.
 - Award: \$1,500
- Marcia Silverman Minority Student Award
 - Recognizes a minority student heading into his or her senior year who has demonstrated outstanding academic achievement as well as a commitment to public relations. Applicants must be enrolled in a public relations or journalism program and have a minimum GPA of 3.0.
 - Award: \$5000; check will be payable to the winner's university.
- National Gold Key Award
 - The highest individual honor bestowed upon members of PRSSA. It recognizes those students who display outstanding academic excellence in public relations and leadership qualities in PRSSA.
 - Award: Plaque
- National President's Citation
 - Every Chapter is encouraged to recommend any outstanding members for this award. A maximum of two members per Chapter will be chosen to receive a President's Citation.
 - Award: Certificate

- PRSA Health Academy Grant
 - Recognizes two PRSSA members with an interest in health care public relations. The PRSA Health Academy Grant pays for two students to attend the PRSSA National Conference and the Health Academy session at the PRSA International Conference.
 - Award: The cost of PRSSA National Conference registration
- PRSA/PRSSA Internship Program
 - Open to PRSSA juniors and seniors with a minimum 3.0 GPA. Applicants with concentrations in public relations, communications, journalism or marketing-related fields are preferred.
 - Award: A 12-week internship at PRSA/PRSSA Headquarters, lasting from June through August.
- PRSA Multicultural Affairs Scholarship
 - Recognizes young men and women for outstanding academic achievement and commitment to the practice of public relations. This scholarship is sponsored by PRSA's Multicultural Communications Section.
 - Award: Two \$1,500 scholarships
- PRSA Travel and Tourism Section Grant
 - Recognizes PRSSA members with an interest in travel and tourism/hospitality public relations. The PRSA Travel and Tourism Section Grant pays for winners to attend the PRSSA National Conference as well as participate in the PRSA International Conference Travel and Tourism Section seminar.
 - Award: The cost of PRSSA National Conference registration
- Professor Sidney Gross Memorial Award
 - Presented in memory of the late Sidney Gross, a respected practitioner, former New York University faculty member and department chairman, and strong advocate of ethics in public relations practice.
 - Award: \$1,000
- Star Chapter Award
 - This award recognizes Chapter leadership that meets specific professional development goals by providing programming and relationship building opportunities for PRSSA students.
 - Award: Certificate of Recognition
- Stephen D. Pisinski Memorial Scholarship
 - Developed by Allison & Partners in memory of Steve Pisinski, APR, Fellow PRSA, and founder of The Montgomery Group, this scholarship is awarded to a qualified public relations student chosen by the Selection Committee.
 - Award: \$1,500
- Teahan National Chapter Awards
 - Each year, the Champions for PRSSA sponsors the awards for the winning entries in the Chapter Awards Competition named for the late Dr. F. H. (Chris) Teahan, a founding member of the Champions.
 - Award: Varies
 - Outstanding Chapter: \$500/plaque
 - Chapter Firm: \$400/plaque
 - Chapter Development: \$300/plaque
 - Outstanding PRSA/PRSSA Chapter Relationship: \$300/plaque
 - Community Service: \$300/plaque
 - University Service: \$300/plaque
 - Diversity: \$300/plaque
 - PRSSA Chapter of Faculty Adviser: \$200/trophy
 - PRSSA Chapter of Professional Adviser: \$200/trophy
 - Chapter Newsletter: \$200/plaque
 - Chapter Website: \$200/plaque
 - Outstanding Regional Activity: \$300/plaque

Discontinued Scholarships and Awards

- Codispoti Technology Grant

- This grant is open to all PRSSA members with an interest in high-tech public relations. There is no limit to the number of applications a Chapter may submit; however, no more than three grants per school will be awarded.
- Award: Compensation for PRSSA National Conference registration
- Norman S. Fenichel Scholarship
 - Honors a PRSSA member who has achieved outstanding success in his or her academic studies of public relations and an excellent understanding of ethical conduct in the profession.
 - Award: \$500, presented annually for five years

Timeline

June

- Finalize platform for term.
- Familiarize self with all applicable programs, initiatives and committees.
- Draft communication strategy for term (use of *FORUM*, *Connecting*, Biweekly Update).
- Contact all affiliates to introduce self.
- Review Membership Guide and past materials for recruitment package.
- Attend National Committee retreat in Scottsdale, Ariz.

July

- Collect and review new materials for recruitment package.
- Update and edit Membership Guide as necessary.
- Publicize fall scholarship deadlines.
- Recruit members for Affiliate Program student subcommittee.
- Encourage current affiliates to attend National Conference.
- Edit, reevaluate communication strategy for term (use of *FORUM*, *Connecting*, Biweekly Update).

August

- Publicize fall scholarship deadlines.
- Finalize materials for recruitment package.
- Send talking points, hold conference or individual calls with Affiliate Program student subcommittee members.
- Encourage current affiliates to attend National Conference.
- Finalize communication strategy for term (use of *FORUM*, *Connecting*, Biweekly Update).
- Promote “Setting the Pace” column to Chapters nationwide.
- Write script for Videos 1-3.
- Invite guest speakers to participate in the Community College Outreach Session (CCOS).
- Research and arrange transportation costs for the CCOS.

September

- Publicize fall scholarship deadlines.
- Launch fall efforts for Affiliate Program student subcommittee.
- Encourage current affiliates to attend National Conference.
- Highlight one PRSSA Chapter with “Setting the Pace” article in *FORUM*.
- Encourage new members to attend PRSSA 2010 National Conference.
- Film Video 1: Day at PRSSA Headquarters.
- Follow up with professionals, schools and transportation, and finalize necessary arrangements for the CCOS.

October

- Consider materials and talking points for Conference.
- Reevaluate and edit platform for discussion at National Committee meetings at Conference.
- Brainstorm and research Day-of-Competition sponsors.
- Publicize December and January scholarship deadlines.
- Monitor Affiliate Program student subcommittee progress.

- Execute Affiliate Outreach Session at the PRSSA 2010 National Conference.
- Highlight one PRSSA Chapter with “Setting the Pace” article in *FORUM*.
- Film Video 2.
- Execute High School and Community College Outreach Session.

November

- Finalize materials, talking points and platform for Conference.
- Encourage talented and qualified Conference attendees to run for the National Committee and Vice President of Member Services.
- Work with Vice President of Public Relations and *FORUM* Editor in Chief for scholarship, award and competition winners follow-up.
- Publicize December and January scholarship deadlines.
- Update Vice President of Member Services portion of Situation Analysis.
- Contact potential Day-of Competition sponsors after gaining PRSSA Headquarters’ approval.
- Monitor Affiliate Program student subcommittee progress.
- Highlight one PRSSA Chapter with “Setting the Pace” article in *FORUM*.
- Film Video 3.
- Evaluate the effectiveness of the CCOS event.

December

- Publicize December and January scholarship deadlines.
- Send congratulatory notes to scholarship, award and competition winners announced at Conference.
- Finalize Day-of Competition sponsor.
- Evaluate Affiliate Program student subcommittee progress; end promotion for finals and holidays.
- Provide Regional Activity talking points relating to Member Services projects and initiatives.
- Draft promotional material for Day-of Competition.

January

- Launch spring efforts for Affiliate Program student subcommittee.
- Finalize promotional material for Day-of Competition.
- Publicize January scholarship deadline.
- Connect with Affiliate Task Force and measure mid-year results.
- Highlight one PRSSA Chapter with “Setting the Pace” article in *FORUM*.
- Draft and outline end-of-the-year retention report.

February

- Promote Day-of Competition.
- Draft and finalize materials for Day-of Competition.
- Consider materials and talking points for National Assembly.
- Reevaluate and edit platform for discussion at National Committee meetings at Assembly.
- Compile materials for incoming vice president of member services.
- Publicize June scholarship and award deadlines.
- Monitor Affiliate Program student subcommittee progress.

March

- Finalize materials, talking points and platform for National Assembly.
- Implement Day-of Competition.
- Work with vice president of public relations and *FORUM* Editor in Chief for Day-of Competition follow-up.
- Publicize June scholarship and award deadlines.
- Monitor Affiliate Program student subcommittee progress.
- Provide materials for incoming vice president of member services.

April

- Publicize June scholarship and award deadlines.
- Monitor Affiliate Program student subcommittee progress.
- Transition vice president of member services.
- Highlight one PRSSA Chapter with “Setting the Pace” article in *FORUM*.
- Finalize end-of-the-year retention report and send out to Chapters.

May

- Publicize June scholarship and award deadlines.
- Evaluate Affiliate Program student subcommittee progress; end promotion for year’s end.
- Transition vice president of member services.

Vice President of Professional Development

The vice president of professional development's responsibilities include working with PRSSA Nationally Affiliated Student-run Firms, promoting PRSSA/PRSA Relationship Month and creating professional development programs for PRSSA.

Current Programs

Student-run Firms

The vice president of professional development helps all student-run firms meet PRSSA's standards for National Affiliation to create a network of firms that can handle national clients.

National Affiliation Program

Currently 15 firms have earned National Affiliation, though many more are close to meeting the standards. Firms must meet standards in three categories: a solid PRSSA/PRSA connection, a high level of professionalism and an effective structure. Of the more than 100 student-run firms around the country operated by PRSSA Chapters, those among the upper echelons are Nationally Affiliated. The benefits to earning this recognition include prestige, inclusion in a future referral system and listing on the PRSSA website. This referral system will provide greater opportunities for service and meaningful work for students.

The vice president of professional development should constantly seek opportunities and benefits for Nationally Affiliated Student-run Firms. Such benefits may include establishing partnerships with organizations that offer products to public relations firms and other tools that benefit firms.

To become Nationally Affiliated, a firm must abide by the standards listed below. Headquarters does not charge an Affiliation application fee or any sort of commission or fees once a firm is Affiliated. National Affiliation requirements were updated in 2010. Current Nationally Affiliated firms do not need to reapply before the end of their three-year affiliation. To be considered for National Affiliation, firms must submit the following:

- A letter from the director explaining how the firm exceeds the three criteria – ethical, strategic and supported – of successful student-run firms
- A client list with a brief description of each organization with which the firm works
- At least one case study detailing a public relations program implemented by the firm
- A letter of support from the Chapter's Faculty or Professional Adviser
- A brief history of the firm

Student-run Firm Awards

In 2010, the student-run firm awards, titled PRSSA Award for Tactics and PRSSA Award for Campaigns, were formally launched. Recognizing student-run firms for their work is the logical next step in formalizing Affiliation. These awards will only be open to Nationally Affiliated firms, though any firm may win the Teahan Award for Chapter Firm. Submissions will be on PRSSA's website so student firm leaders can model their firm and their work after successful programs. Award categories may be added in the future as more firms earn Affiliation and competition increases.

Future of Student-run Firm Awards:

- Eligible programs must be executed June 1, 2010, to May 31, 2011.
- Promotional avenues: National Conference, National Assembly and Regional Activities; the PRSSA blog, *FORUM* and social media; and individual outreach
- Judging will be done by vice president of professional development, National President and a public relations professional based on preset judging criteria.
- Awards Ceremony: PRSSA 2011 National Conference in Orlando

Student-run Firm Handbook

Each year, the vice president of professional development updates and publishes the Student-run Firm Handbook, which is distributed to each Chapter and is available on the PRSSA website. The handbook contains information and advice on firm structure and best

practices. This is updated in the summer and distributed to Chapters in August. Additionally, sample campaigns and tactics are to be included based on the best submissions from the Student-run Firm Awards.

As more Chapters begin the process of implementing a student-run firm, this document becomes a valuable tool on behalf of the vice president of professional development.

Challenges of the Student-run Firms

- Staying current on all the issues firms are facing.
- Adequately helping firms of different sizes and different stages of the development process.
- Making the right additions and revisions in the Student-run Firm Handbook.
- Making sure the standards are achievable, yet strict.
- Enforcing the standards.
- Encouraging student-run firms that meet the standards to apply for National Affiliation.
- Encouraging Nationally Affiliated firms to apply for PRSSA Student-run Firm Awards.

Future of Student-run Firms

Objective: Increase number of Nationally Affiliated firms and begin building tools to share best practices for other student-run firms.

Tactics:

- Continual recognition of Nationally Affiliated firms through the PRSSA website.
- Build a database of student-run firms and develop a way for this information to be updated easily each year.
- Improve the referral system for all firms, but especially for Nationally Affiliated firms.
- Create a stronger network among student-run firm directors across the nation.

Social Media Instruction

A Social Media Toolkit was in the works for the past few years, and the quickly changing social media landscape has made creation difficult. A newly implemented approach to the toolkit is to focus on how Chapters can use social media for internal and external communication. Rather than publish the information in a printed document, the vice president of professional development is responsible for providing relevant content and programs through PRSSA's channels of communication. Blog posts, Facebook updates and Twitter statuses are a great way to share new information about this important medium.

Challenges of Social Media Instruction

- Keeping up with constantly changing information.
- Making sure that the research is accurate.
- Providing practical, strategic information to help Chapters beyond what they already know.

Future of Social Media Instruction

- Quarterly blog posts and information in each edition of *FORUM*.
- Serves as a tool for future professionals to see a snapshot of social and new technology.

Champions For PRSSA

See Immediate Past President section for more information.

PRSSA/PRSA Relationship Month

In October, PRSSA/PRSA Relationship Month is the time for Chapters to host an event, network or socialize with their local PRSA Chapters in an effort to help PRSSA and PRSA members meet.

Promoting this month is an important responsibility. This year, a more extensive communications approach utilized the PRSSA blog, PRSA's blogs, various social media and e-mail blasts to PRSSA Chapter Presidents, PRSSA Advisers and PRSA Chapter Presidents. Encouraging PRSA and PRSSA leaders has been an effective way to raise awareness of this activity; however, establishing more formal programs will solidify this program in each Chapter's routines.

The PRSSA/PRSA Relationship Manual was designed to help Chapters understand the benefit of their relationships with local PRSA members. It is an important way to answer basic questions and help members form stronger relationships with local professionals.

Challenges of PRSSA/PRSA Relationship Month

- Making it relevant to the diverse Chapters within the Society.
- Promoting participation and gaining enthusiasm.
- Finding ways to make local PRSA Chapters more accepting.
- Encouraging PRSSA members to continue to reach out to PRSA despite past failures.
- Planning a major event during October because it is generally the same time as National Conference.

Future of PRSSA/PRSA Relationship Month

- Create more incentives to participate than just a Teahan Award.
- Motivate PRSA to reach out to students.
- Incorporate more education about PRSA: what it is, programs, why and when to join.
- Update PRSSA/PRSA Relationship Manual to include more information including case studies and testimonials from PRSSA and PRSA Chapters.
- Hold a PRSSA/PRSA networking event during National Conference (i.e., Tweet Up).

Past Programs

SAPR Guide

The Student Accreditation in Public Relations (SAPR) guide prepares PRSSA members for the Examination for Accreditation in Public Relations once they join PRSA. The guide highlights major public relations practices and theories, and gives PRSSA members a glimpse of the Examination. This program was discontinued because an outside organization is developing it. The vice president of professional development is PRSSA's voice in the development process.

The Firm Newsletter

The Firm newsletter was created in 2008 to share student-run firm best practices achievements. In June 2009, this publication was discontinued by vote of the PRSSA 2009-2010 National Committee. The same information will be in *FORUM* and online.

Future of Vice President of Professional Development

The vice president of professional development has three primary responsibilities: student-run firms, PRSSA/PRSA relationships and professional development programming. Unfortunately, it's easy to place more focus on working with student-run firms and let the other important responsibilities take a back seat. In order to provide maximum benefit to all PRSSA members, the future of this position should focus equal attention on each of those three primary responsibilities.

The PRSSA/PRSA relationship has a lot of potential for both the professionals and students involved.

Objective: Enhance PRSSA/PRSA Relationship Month and encourage larger participation.

Tactics:

- Update PRSSA/PRSA Relationship Handbook with more best practices.
- Mail the PRSSA/PRSA Relationship Handbook with the Chapter Handbook and Student-run Firm Handbook to highlight its importance.
- Work with a representative from PRSA to make sure that each sponsoring PRSA Chapter is willing and able to provide mentorship to and learn from its local PRSSA Chapter.
- Plan a collaborative PRSSA/PRSA networking event at National Conference with help from the National Conference Committee.

Networking and practical experience through student-run firms are each examples of professional development, but there should be more specific programming that can reach a wider audience of members.

Objective: Increase professional development opportunities stemming from PRSSA National.

Tactics:

- Coordinating webinars, regional agency tours and promoting regional activities are opportunities to help members develop their professional futures.
- The 2011-2012 vice president of professional development should consider working with the vice president of regional activities to ensure that each regional activity will provide relevant information and experience.
- Share messages through social media and *FORUM* about the benefits of each activity.

The most comprehensive professional development opportunity PRSSA offers is National Conference. Although there is a Conference Planning Committee, the vice president of professional development should share messages about what specifically members could do to further their careers. It's important that members understand exactly how beneficial the sessions will be and to do everything they can to maximize their experience.

Finally, the vice president of professional development should continue to work with current and developing student-run firms. An important way for directors to learn is to form relationships with each other. Whether the relationship is based on geography, firm size or similar struggles, directors can learn a lot from each other's mistakes. To maintain this peer network, the vice president of professional development should keep a database of each firm, its location, size and a few important details that may help facilitate relationships in the future. Directors are starting to create firm e-mails to transition contact information each year, but this needs to continue until all firms consider this possibility.

The most important thing to remember when considering this position is that each of the three primary responsibilities should receive equal attention in order to best serve the Society.

Timeline

June

- Attend National Committee retreat in Scottsdale, Ariz.
- Revise platform based on Committee input.
- Research new initiatives.
- Subscribe to blogs, feeds and other outlets to stay current on public relations issues.
- Begin contacting Nationally Affiliated firms to build a relationship with the directors.
- Ask past vice presidents questions about certain aspects and procedures.
- Begin editing and updating the Student-run Firm Handbook.

July

- Pick up standing initiatives; begin to implement or promote.
- Begin working on other PRSSA publications.
- Begin contacting student-run firms and update database with contact information.
- Research professional development opportunities in conjunction with PRSA.
- Begin planning for PRSSA/PRSA Relationship month.
- Finalize editing and updating the Student-run Firm Handbook.

August

- Edit and finalize articles/posts for PRSSA communication outlets.
- Continue contacting student-run firms and Champions.
- Finish up initial research for new initiatives.
- Begin preparation for student-run firm workshop at National Conference.
- Offer to serve as a resource for student-run firms.
- Reach out to members in your region to connect and serve as a resource.

September

- Answer phone calls and e-mails from Chapters and student-run firms.
- Start publicizing all initiatives for the year.
- If members are interested in your initiatives, provide ways they can get involved.

- Start preparing for National Conference.
- If planning to launch a new initiative, get all the documents and sign-offs done.
- Utilize national communication channels to highlight student-run firm work.

October

- Final preparation for National Conference.
- PRSSA/PRSA Relationship Month – communicate this to Chapters and host networking event.
- Have copies of your initiatives of the year ready to either e-mail or pass out.
- National Conference. Bring plenty of business cards. Keep track of which initiative each person is interested in by writing on the backs of business cards you receive.
- Push National Affiliation to members before, during and after Conference, and make sure to get contact information for directors who are interested in applying.
- Announce PRSSA Student-run Firm Award winners, contact them following National Conference to congratulate and connect.
- Meet with firm directors during National Conference.

November

- Follow up with those you met at National Conference.
- Set deadlines for initiatives.
- Contact student-run firms to check progress toward becoming Nationally Affiliated.
- Contact Chapters who are starting new student-run firms.

December

- Reevaluate all programs and initiatives.
- Consider reaching out to firms close to National Affiliation and encourage them to apply.
- Utilize national communication channels to highlight student-run firm work.
- Begin work on the Situation Analysis.

January

- Begin preparing for National Assembly.
- All initiatives should be either launched or maturing by end of January; most PRSSA members should know of professional development programs by mid-February.
- Check a sample of Chapters to see how their PRSSA/PRSA relationship is working.
- Talk to those interested in the vice president of professional development position.

February

- Finalize preparation for National Assembly in March.
- Answer all questions from firms and Chapters.
- Talk to those interested in the vice president of professional development position.
- Utilize national communication channels to highlight student-run firm work.

March

- National Assembly
- Make sure all initiatives are intact; make changes if necessary.
- Encourage firms to apply for the Student-run Firm Awards during National Assembly.

April

- Mentor new vice president while finishing all initiatives.
- Encourage firms to apply for the Student-run Firm Awards.

May

- Make one last push to encourage firms to apply for the Student-run Firm Awards.
- Transfer all necessary files to new vice president and be available for questions.
- Reach out to individual firms and congratulate them on their year of hard work.

Vice President of Public Relations

The vice president of public relations' responsibilities include the following:

- Promoting and managing mutually beneficial relationships, both internally and externally, between PRSSA and its publics.
- Issuing press releases and the Biweekly Update.
- Managing Chapter News.
- Publishing the PRSSA Annual Report.
- Managing and promoting the PRSSA Style Guide and PRSSA Graphic Standards manual.
- Managing PRSSA social media (Facebook, Twitter, YouTube and LinkedIn).

Current Programs

Biweekly Update

The Biweekly Update is e-mailed every two weeks during the school year to PRSSA members, Faculty Advisers and Affiliate Members. It highlights National Committee news, scholarship reminders, important dates and member opportunities. Additionally, the update links to all PRSSA social media, and new job and internship postings by the vice president of jobs/internships.

The vice president of public relations collects and edits submissions from other National Committee members that promote specific programs and initiatives. The submissions should be ideally 50 words or fewer. Longer updates are truncated in the e-mail version and hyperlinked to the expanded website version. Once assembled and edited, the vice president of public relations sends the e-mail to PRSSA Headquarters for final edits, e-mail distribution and posting online. At the beginning of his/her term, the vice president schedules the update so the publication is released every two weeks, except around the National Conference and winter holidays.

In January 2009, the PRSSA 2008–2009 National Committee voted unanimously to make the Biweekly Update a permanent responsibility of the vice president of public relations. This change came by unanimous vote at the suggestion of the vice president of member services.

Starting in August 2009, the vice president of public relations has access to analytics to measure the effectiveness of the Biweekly Update among our publics. Among other findings, the most frequently clicked links are those concerning scholarships. The data is used to improve the update.

Challenges of the Biweekly Update

- Encouraging members to read the Biweekly Update is the biggest challenge.
- Promoting the update as a paid member benefit will help increase readership and understanding of the publication's use as a tool to stay current on national events and initiatives.
- Many members do not receive PRSSA e-mails due to spam filters or errors in contact information and therefore do not get the information included in the Biweekly Update.

Future of the Biweekly Update

Objective: Increase number of subscribers and the number of members who open this e-mail by providing succinct and informative content.

Tactics:

- Continue to promote the update as a member benefit and get National Committee members to contribute.
- Educate the National Committee on the value of this publication and possibly help them think of topics for their submission.
- Create informative, reader-friendly National Committee updates that provide new information on current programs and initiatives.
- Encourage participation in National events, Chapter News and internship/job activities and also address questions that will promote two-way communication among PRSSA members.
- Highlight members and their successes in the e-mail.

Chapter News

On the Chapter News section of the PRSSA website, Chapters publicize or highlight events, community service initiatives, fundraising activities, campaigns, and Chapter growth and expansion stories. Articles are submitted to the vice president of public relations by e-mail. These are then approved, edited and posted on the website.

A link to every release appears under the Chapter's information page on the PRSSA website. Promotional efforts are typically done through the PRSSA Phone/E-mail Tree.

Chapter News Postings

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Spring	1	4	4	6	0	17	8	0	10	45
Summer	1	1	1	0	0	0	0	0	0	2
Fall	0	1	6	2	6	3	0	6	12	23
Total	2	6	11	8	6	20	8	6	22	70

(Spring = January through May / Summer = June and July / Fall = August through December)

Future of Chapter News

Objective: Increase the number of Chapter News posting by 10 percent and encourage Chapters to use past Chapter News as guide for best practices.

Tactics:

- Use PRSSA social media to follow PRSSA Chapters and solicit Chapter News.
- Encourage PRSSA National Committee members to follow their regions and solicit feedback.
- Empower Chapter Leaders to use this tool through various communication channels.

PRSSA Style Guide

The PRSSA Style Guide is like the Associated Press Stylebook; it explains the proper way to write certain terms and refer to programs within PRSSA documents. In 2007, the guide was revised, redesigned and placed on the PRSSA website for members to use. During the 2009-2010 term, the PRSSA Style Guide received another revision and redesign for release at the PRSSA 2010 National Assembly. During the 2010-2011 term, the PRSSA Style Guide received a Social Media Usage and Digital Communications revision for the release at the PRSSA 2011 National Assembly. This guide is revised and promoted by this position.

PRSSA Branding Identity Guidelines

In 2010, PRSA redesigned its graphics manual and changed its title from PRSA Graphics Standards Manual to PRSA Branding Guidelines. PRSSA mirrors PRSA's new graphics manual changes as a proper way to use PRSSA graphics. The PRSSA Branding Identity Guidelines helps brand the Society. To maintain brand consistency, during the 2010-2011 term, the entire graphic manual was redesigned to show PRSSA logos and colors, PRSSA typeface and PRSSA templates. This manual was first developed in 2003 and is promoted by this position. Consistency is crucial in branding and the vice president of public relations encourages use of the standards. For the 2009-2010 term, the official templates of the PRSSA Graphic Standards Manual were created and released at the PRSSA 2010 National Assembly. These templates include the official PRSSA agenda, business cards, envelopes, fax cover sheets, letterhead, news release and recruitment poster templates.

PRSSA Phone/E-mail Tree

The PRSSA Phone/E-mail Tree is used by the National Committee to communicate with Chapter Presidents. The PRSSA Phone/E-mail Tree was created in 2006 and revised in 2007 to decrease the time taken by the National Committee to contact Chapter Presidents. The vice president of public relations is responsible for coordination of this program.

Beginning in the 2009-2010 term, all Chapters were divided into 10 regions, one for each National Committee member. Based on proximity to each region, each National Committee member is made the point of contact for PRSSA Chapters in a region of states. In

the future, the regions will remain semi-permanent, changing in the event of extensive regional growth. Also, the Excel logbook for the PRSSA Phone/E-mail Tree was stored in a Google document.

Responsibilities include:

- Updating Chapter President contact information.
- Assigning each National Committee member Chapter Presidents.
- Creating system for each National Committee member to use for noting progress.
- E-mailing each National Committee member the Phone/E-mail Tree, which include:
 - National Committee member's logbook document that lists his/her Chapter President contact information
 - Chapter Adviser's contact information
 - Talking points for e-mail and phone conversations
 - Contact Chapter Presidents three times during the year with PRSSA updates.

Press Releases

Press releases are posted regularly on the website. Along with external information, there continues to be press releases specific to internal information posted on the website. These press releases include, but are not limited to, the PRSSA Leadership Rally, the PRSSA National Conference, member award releases and the PRSSA National Assembly. The proper way to form PRSSA press releases is included in the PRSSA Graphic Standards Manual.

PRSSA Annual Report

The annual report is a national publication about the Society for internal and external publics. The report highlights the past year and offers an in-depth look at PRSSA and the profession.

The Annual Report may include:

- Scholarships and awards recipients
- National Committee commentary on initiatives and other updates
- Chapter highlights
- National Conference
- National Assembly
- PRSA highlights
- Regional Activities
- Public relations news and industry trends

PRSSA Social Media

The 2009-2010 National Committee moved management of PRSSA social media (Facebook, Twitter, YouTube and LinkedIn) to the vice president of public relations starting June 1, 2010.

National Facebook Fan Page and Group

The vice president of public relations, in cooperation with National Headquarters and other members of the National Committee, develops content and manages both the Facebook Fan Page and Group to distribute news, promote events and answer general questions about PRSSA. Any questions presented via social media could be answered directly by the vice president of public relations after consultation with National Headquarters and the National Committee, if needed.

Facebook is a popular channel for PRSSA to reach members on a grander scale and create a social media hub (specifically in the Facebook group) for members to communicate with each other. The PRSSA National Fan Page created in 2009 provides a way to find news about the Society, watch videos, follow @PRSSANational tweets, read notes, and find other links to other social media sites and websites created by PRSSA.

PRSSA National Twitter Account (@PRSSANational)

In 2008, PRSSA created a Twitter account, @PRSSANational, to deliver messages and reminders about deadlines, events and news. Twitter is similar to Facebook in purpose. The @PRSSANational account is an effective platform to connect with other students and professionals alike to increase engagement and answer questions. Blogs, articles, Twitter chats, Chapter News, internship/job posts, scholarship deadlines and Biweekly Updates are all disseminated through @PRSSANational Twitter account.

PRSSA YouTube Account

In 2009, PRSSA created a YouTube account, youtube.com/prssanational, to serve as a multimedia database of video information for members to reference PRSSA local and national events, interviews from industry professionals and PRSA as well as PRSSA leaders.

PRSSA LinkedIn Account

The PRSSA LinkedIn group is one of the Society's greatest social media resources for professional development. It is used to stimulate industry-related discussions and to compliment other social media vehicles.

Challenges of PRSSA National Social Media

- Provide valuable information about PRSSA events and programs as quickly as possible.
- Develop an effective strategy to reach PRSSA members.
- Increase membership feedback on PRSSA Facebook group and fan pages. Offer help and ask questions to create conversations with members through daily posts.

Future of PRSSA National Social Media

Objective: Increase number of followers on the above channels and provide effective information for members while creating a dialogue between the PRSSA National Committee and PRSSA Chapters.

- Keep messages consistent to all audiences as well as following the PRSSA Style Guide.
- Create weekly social media calendars to strategically map out key messages to effectively communicate on Twitter, Facebook group and fan social media channels to be approved by PRSSA Headquarters.
- Conduct environmental scanning of social media trends often from innovative companies and top social media leaders.
- Adapt quickly and tailor strategic messages to PRSSA audience.
- Engage members by asking questions, offering advice and responding frequently.

Past Programs

Synergetic Education Outreach

Synergetic Education Outreach, a national education program, educates various constituencies about public relations and PRSSA. Starting in 2010, management of the Synergetic Education Outreach program, High School Outreach and the "Public Relations 101" DVD was moved to the vice president of advocacy, by a vote of the PRSSA 2009–2010 National Committee.

Timeline

June

- Prepare platform for National Committee retreat.
- Attend retreat, present platform and information on current and proposed programs.
- Assume control of all PRSSA social media.

July–August

- Find company to produce National Committee polo shirts.
- Create design and choose color of shirts, as well as get Committee members' sizes.
- Assign National Committee members Chapters for the Phone/E-mail Tree.
- Create logbook spreadsheet for the Phone/E-mail Tree.
- Plan the Biweekly Update schedule.
- Update contact information for the PRSSA Style Guide and Branding Identity Guidelines.

September

- Make contact with your PRSSA Phone/E-mail Tree Chapter Presidents.

- Send National Committee members their polo shirts.
- Write press release for National Conference (depending on date of Conference).
- Create Social Media Calendar for headquarters and National President every Friday by 5 p.m.

October

- Prepare, plan and pack for National Conference.
- Finalize and make copies of all promotional materials.

November–February

- Continue promoting Chapter News, PRSSA Style Guide and Graphic Standards.
- Write press releases announcing PRSSA scholarship and award recipients.
- Update Situation Analysis.
- Encourage Regional Activity Chapters to incorporate a high school session.

March–May

- Write press release announcing National Assembly.
- Gather information, create a template, edit and finalize the PRSSA Annual Report.

Vice President of Regional Activities

The vice president of Regional Activities is responsible for coordinating, publicizing and managing the Regional Activities bid process and programming. The vice president also maintains and updates the Regional Activities website and handbook. This position requires strong organization and management skills in addition to event planning experience.

The role of the vice president of Regional Activities is to address regional concerns and aid in the strategic planning of Regional Activities. Specific duties include:

- Promoting the benefits of hosting a Regional Activity and submitting a bid.
- Reviewing and choosing the current year's Regional Activity bid winners.
- Acting as an informational resource for members.
- Encouraging participation in Regional Activities through various recruitment tactics.
- Formalizing procedures regarding the activities to create consistency.
- Establishing and maintaining a relationship with each Regional Activity host Chapter.
- Creating a distinction between Regional Activities and other regional Chapter events.
- Aiding in the creation and editing of each hosting Chapter's activity website.
- Incorporating PRSSA national initiatives into each Regional Activity.

Current Programs

Regional Activities are one- to three-day events held during the spring semester. Chapters are selected to host the previous semester before National Conference. The number of qualified bids determines the number of events, the diversity of topics represented by bids and the geographic range represented by those Chapters. This generally translates to about 10 to 16 activities a year. Speak with National Headquarters, the National President and the past vice president to determine a reasonable number.

Regional Activity Handbook

The Regional Activity Handbook is the main source of information for Chapters interested in planning a regional event. Having gone through many revisions, the handbook currently is a 17-page step-by-step guide, taking the reader from event idea generation to actual completion. Also included is a welcoming message from the current vice president and the current year's bid form.

Currently, bids must include:

- Regional Activity title, location and host information
- Logistics: theme, speakers, schedule, budget
- Registration & Participants: policies, Chapter outreach, attendance goals
- Promotions: publicity, timeline, National Conference, social media
- National Initiatives: diversity, high school outreach, community service
- Sponsorship: outreach plans
- Regional Activity Committee: coordinator biography, committee information
- Letter of recommendation from Faculty Adviser

Challenges of the Regional Activity Handbook

- Getting members to use it. Constant promotion and reminding is necessary.
- Informing members of its existence.

Future of the Regional Activity Handbook

- Editing for brevity. Reducing the page count cuts printing costs, promotes green practices and is easier for Regional Activity coordinators to read.

Promotion

From summer through early September, the vice president solicits bids by the deadline, which is set by the vice president and National Headquarters. Additional promotion usually extends to:

- Chapters who have previously hosted a Regional Activity
- Chapters in typically underrepresented areas
- Chapters who have expressed an interest in hosting
- Chapters who have demonstrated leadership at other national PRSSA events
- Any Chapter for which PRSSA has up-to-date contact information

In 2008–2009, the vice president of Regional Activities contacted every Chapter President to encourage bids and saw an increase in participation. In 2009–2010 all Chapters were contacted by a subcommittee. (Subcommittees are great at communicating with Chapters and directing specific questions to the vice president of Regional Activities.) In 2010–2011, Chapters were contacted by their National Committee and by a subcommittee. Although contacting every Chapter is not required, it has proven effective. The vice president should create a promotional flier to be distributed at the Leadership Rally in Scottsdale. Past fliers have included a map of the regions, listed the benefits of hosting a Regional Activity, provided contact information and described how to get involved. A strong promotional plan should be created that utilizes *FORUM*, Twitter, Facebook and the PRSSA blog.

Challenges of Promotion

- Much of the contact information for Chapters is not updated.
- Chapter Presidents will not always return calls or e-mails; it is a struggle to reach them.
- Long-distance calls can be expensive; call in the evenings or use Skype.

Future of Promotion

Objective: Create an effective and organized system of communication in order to inform every member of upcoming Regional Activities.

Tactics:

- Continue to promote via *FORUM*, Facebook, Twitter and the PRSSA blog.
- Create a promotional piece that can be handed out in bags at National Conference.
- Find new and creative ways to engage members.

Selection

Chapters interested in hosting a Regional Activity submit the completed bid application to the vice president of Regional Activities, National President and the director of education via e-mail. The bid deadline varies depending on the date of National Conference. The vice president of Regional Activities and the National President evaluate and select the following year's events after interviewing the coordinators and reviewing the bids. An evaluation sheet with weighted measurements per section of the bid is used to make fair decisions and help the vice president provide feedback to all Chapters who have submitted a bid.

Because bids are selected before Conference, Regional Activity host Chapters can attend National Conference to meet with the vice president of Regional Activities and network with members interested in attending their event. The deadline should give the vice president and National President ample time to evaluate all bids prior to National Conference.

Note: Allow plenty of time for review. Choosing the host Chapters may be challenging and time consuming, especially if a limit has been set on how many bids can be selected. Select Chapters based on their interview and bids, not prior Regional Activity experience or PRSSA involvement. Try to select activities from a variety of locations, though a Chapter does not have to be selected if it is the only Chapter submitting a bid for a region. The Chapter must meet bid standards to be selected.

Selected Chapters can be announced either before or at Conference. Since some Chapters may not be represented at Conference, it is advised to contact all applicants as soon as Headquarters approves the selections.

Challenges of Selection

- It is difficult to get a good representation of activities west of the Mississippi River
- It is difficult to make selections when multiple schools in the same area have strong bids

Future of Selection

- Make your expectations clear and create a strict process for selecting bids. Keeping a focus on the needs of PRSSA members is very important throughout this process.
- Decide if your goal is to have a Regional Activity in each region, and if so, adjust your promotional plan and selection process accordingly. Chapters submitting bids need to know if they are competing against Chapters nationwide or Chapters in their region.
- If you are limiting the number of Chapters that may be selected, communicate this early so Chapters know there is a possibility of not being selected.
- Implement a request-to-bid form in the spring to estimate interest.

Regional Activities Workshop

The Regional Activities Workshop started at the 2000 National Conference. The workshop provides information about Regional Activities and informs the following spring's event coordinators about planning and presenting. The workshop and its contents are at the discretion of the current vice president. Previous workshops have included presentations by former Regional Activity host Chapters and lectures from event planning professionals.

At the 2010 National Conference, the vice president of Regional Activities focused on the timeline to plan a Regional Activity. Past coordinators also spoke on a panel to answer questions from the audience. Regional Activity coordinators were given time to announce their Regional Activity theme and date and given a letter of recognition from PRSSA. After the workshop, the recently selected coordinators met to discuss steps moving forward in the planning process.

Challenges of Regional Activities Workshop

- Providing helpful information for those who are hosting a Regional Activity and those who are interested in hosting a Regional Activity next year.
- Attendance is low because members think that the session is for already selected Chapters.

Future of Regional Activities Workshop

- Expand the session to discuss Chapter events in general and highlight how Regional Activities may help increase attendance and Regional Activity promotion.
- Show a slideshow from past activities to generate interest and excitement.

Regional Activity Planning and Implementation

After National Conference, the vice president of Regional Activities is responsible to ensure the quality and success of the events. Serving as a resource, guide and channel to national promotion, the vice president gauges event preparations and counsels coordinators. The vice president calls and e-mails Regional Activity coordinators periodically to check in. Often, coordinators must submit communication plans or progress reports to the vice president. In 2010-2011, the vice president and coordinators communicated on Wiggio.com. The vice president assigns a National Committee member to attend each Regional Activity. Each National Committee member must attend one event, with extra events being the responsibility of the vice president.

Challenges of Regional Activities

- Creating a system for the vice president/coordinators to keep all information organized.
- Holding coordinators to deadlines and remembering to send reminders.
- Reduce travel expenses by sending National Committee members to the nearest activities.
- Creating a strategic promotional plan to attract many attendees.
- Making sure Regional Activity coordinators understand budgetary restrictions.

Future of Regional Activities

- Develop a process for coordinator/vice president communication during the planning stage. Creating, organizing and implementing a process all at the same time is difficult.
- Continue finding ways to promote Regional Activities nationally, such as Facebook.
- Establish the benefit of hosting a Regional Activity as opposed to other Chapter events.

- Secure a national sponsor for all Regional Activities.
- Work with international Chapters to plan a Regional Activity.

Co-Hosted Regional Activities

Chapters can collaborate to bid, plan and present a Regional Activity by co-hosting, which may bring together diverse experiences and styles. Co-hosting has worked well but most Chapters find it challenging. Two Regional Activities were co-hosted in 2008, three in 2009 and one in 2010.

Challenges of Co-Hosting a Regional Activity

- Co-hosts face potential power struggles or uneven workloads from a paired school. It is important to mediate and help Chapters find a balance during the planning process.
- Chapters should know that they have the option to co-host, but are not required to.
- Co-hosting works best when Chapters have clear reasons for needing/wanting to co-host and when they have built a relationship with the Chapter prior to hosting an activity.

Future of Co-hosting a Regional Activity

- Although promotion of co-hosting is important, it does not need to be promoted separately from hosting. The information should be offered to every interested Chapter.

Regional Activity Teahan Award

The Regional Activity Teahan Award was created by the National Committee to recognize the Chapter that hosts the best Regional Activity. Consisting of a plaque and \$300 prize, the Regional Activity Teahan Award is a strong, marketable incentive for Chapters to host an event.

Challenges of the Regional Activity Teahan Award

- Like any award, it is challenging to get Chapters to apply for this award.
- Develop a promotion plan early so hosting Chapters are aware of it.

National Initiatives

Beginning in 2010–2011, other national initiatives besides diversity became part of the Regional Activities. Hosting Chapters will choose between inviting high school students to attend their event, incorporating charitable causes and including international elements.

Past Programs

Diversity Regional Activity

With the Diversity Initiative, a special Regional Activity was created to be hosted by a historically black college or university. Howard University PRSSA Chapter hosted the first in 2004. The program ended in 2005 in favor of incorporating diversity into all Regional Activities.

Timeline

March–May

- Shadow current vice president.
- Prepare upcoming year's platform and goals.
- Review and edit Regional Activities Handbook.
- Create promotional flier for Leadership Rally.

June–July

- Attend National Committee retreat in early June.
- Review surveys of 2010 Regional Activities to identify any significant problems/successes.
- Identify underrepresented areas for promotional plan.
- Personally contact past and potential Regional Activity host Chapters.

- Finalize handbook, bid form and promotional flier for August Chapter mailing.
- Form subcommittee.
- Collaborate with other National Committee members to plan for the year.

August–September

- Enact promotional plan for Regional Activities bid process. Contact schools about the opportunities through national channels, personal e-mails and phone. Use subcommittee.
- Develop script and finalize workshop plans, speakers and materials.
- Begin to use social media tools for promotional tactics.
- Review applications and select Regional Activities host Chapters.

October

- Provide coordinators information on updating the Regional Activities site and event pages.
- Create Regional Activity Workshop presentation for National Conference.
- Create promotional fliers for National Conference.
- Attend National Conference.

November–January

- Begin weekly check-in and planning assistance with host Chapters.
- Develop speaking materials and event briefs for National Committee.
- Discuss National Committee opportunities with interested members.
- Help Chapters create their Regional Activities site. Edit sites and post on the National site.
- Help Chapters create a social media strategy (Facebook, Twitter, YouTube).
- Develop event evaluation instrument.
- Assist Chapters on securing speakers and sponsorship outreach.

February–April

- Regional Activities
- National Assembly
- Prepare materials for incoming vice president.

May

- Compile evaluative research and all materials for incoming vice president.

FORUM Editor in Chief

The *FORUM* Editor in Chief oversees the operation and publication of PRSSA's tri-annual newspaper, *FORUM*. Responsibilities for this position also include recording the minutes at all National Committee meetings, managing the in-house *FORUM* publishing team and developing weekly content for the PRSSA blog.

Current Programs

Staffing/Printing

The editor in chief is responsible for organizing a publishing team at his/her local Chapter. Positions have historically included a managing editor, photography editor, layout editor, copy editor and advertising director, but the team can be truncated or expanded at the editor in chief's discretion.

Editorial Calendar

The editor in chief produces an editorial calendar at the beginning of his/her term that is approved by National Headquarters. The editor in chief may ask any PRSSA or PRSA member in good standing to write an article for *FORUM*. PRSA's *Public Relations Tactics* is also a source for content.

In cooperation with National Headquarters, content for the PRSSA blog is developed by the *FORUM* editor in chief and his/her staff. The blog should also have an editorial calendar but also remain flexible to remain on top of industry trends and news. The editor in chief is also expected to assist the vice president of public relations to create the PRSSA Annual Report in a capacity to be determined by the vice president.

The editor in chief sends *FORUM* to Headquarters to post on PRSSA's website. Members should be encouraged to discuss the stories on the Society's message board and blog.

Advertising

In 2004, *FORUM* began accepting paid advertising. With assistance from Headquarters, the editor in chief solicits advertisements for *FORUM* from employers, graduate programs, industry service providers, trade publications, etc. National Headquarters must approve all ads. Though the *FORUM* editorial board may actively solicit advertising, it is not mandatory to do so.

PRSSA Blog

The PRSSA blog facilitates conversation about major issues and trends affecting PRSA, PRSSA and the public relations profession. The posts are intended to promote dialogue between Society members and professionals. Topics covered include professional development, tips on careers and internships, Society news and event recaps. The goal is to have one post each week but more than one post per week is welcome.

The manager of the PRSSA blog is expected to be active on the blogosphere by looking through Chapter and member blogs to offer advice and develop a more extensive relationship between these parties and PRSSA as a Society. On the PRSSA blog, there is a section where Chapters can add a link to their blog, which is a way to further maintain the connection.

Challenges of the PRSSA Blog

- Writing relevant posts.
- Eliciting feedback from PRSSA members.
- Making sure there are between two and four posts per month.

Future of the PRSSA Blog

Objectives: Increase traffic and commenting on the PRSSA Blog by 25 percent in the next year to make this communication medium more effective.

Tactics:

- Enhance the site design by adding in hubs for other PRSSA social media, including a Twitter feed, YouTube videos, etc.
- Post more material written by PRSSA members.

- Post relevant podcasts and YouTube videos.
- Comment on other members' blogs in order to build a two-way dialogue.

Past Programs

Social Media

The editor in chief managed all social media tools including Twitter and Facebook pages and groups. These responsibilities moved to the vice president of public relations on June 1, 2010, as voted by the PRSSA 2009–2010 National Committee in November 2009.

Connecting With PRSSA

In May 2009, the PRSSA 2009–2010 National Committee decided unanimously to discontinue the publication/distribution of the e-publication of the bimonthly newsletter, *Connecting With PRSSA (Connecting)*. The purpose of the publication was to provide PRSSA members the opportunity to see the progress on various PRSSA national initiatives and the National Committee members who oversaw them. However, the National Committee felt the purpose of this publication was too closely aligned with that of *FORUM* and decided to integrate the content from *Connecting* into the printed and/or online issues of *FORUM*. Members therefore would have access to such information from a single source.

Future of the *FORUM* Editor in Chief

For the future, it is important to be aware of developing and maintaining a content strategy for the newspaper and blog. The role of *FORUM* on the Web will continue to grow as social media outlets expand. Any extra stories that are not published in the paper issues can be published online to the digital version. As social features such as commenting and sharing become available on Facebook, Twitter and other social media networks, it is also reasonable to consider adding these communication mediums to *FORUM* so we continue to expand our contact outreach, as well as connect members with professionals.

The editor in chief will receive weekly and monthly blog analytic reports by e-mail so he/she can quantitatively measure the comments and posts on the blog. For the 2011–2012 year, it is a reasonable goal to increase comments and posts by 15 percent and for the 2012–2013 year, a realistic goal is 25 percent. These goals are mere suggestions and the editor in chief is encouraged to be familiar with the blog analytics at the beginning of his or her term to set an achievable goal for the blog during their term.

Timeline

June

- Determine meeting schedule for *FORUM* staff.
- Create and finalize *FORUM* design templates (if needed).
- Solicit *FORUM* articles.
- Begin planning what images will be needed for *FORUM*.
- Begin contacting sponsors for advertising.
- Begin developing and publishing content for the PRSSA blog.
- Attend National Committee retreat in Scottsdale, Ariz.

July

- Edit *FORUM* articles; begin layout once a sufficient amount have been reviewed.
- Begin designing advertisements (if needed).
- Continue to develop and publish content for the PRSSA blog.

August

- Receive, edit and lay out all *FORUM* content within the first two weeks of August.
- Review and edit *FORUM* with National Headquarters.
- Send *FORUM* to printer; mail to Chapters during the final week of August.
- Continue to develop and publish content for the PRSSA blog.

September

- Solicit and receive *FORUM* content.
- Continue to develop and publish content for the PRSSA blog.

October

- Edit *FORUM* content. Try to lay out as much content as possible before Conference.
- Assign Conference reporters to cover National Conference.
- Continue to develop and publish content for the PRSSA blog.

November

- Finish editing and laying out final *FORUM* articles.
- Continue to develop and publish content for the PRSSA blog.

December

- Review *FORUM* with National Headquarters; send to printer.
- Continue to develop and publish content for the PRSSA blog.
- Solicit content for *FORUM*.

January

- Continue to develop and publish content for the PRSSA blog.
- Review and edit *FORUM* articles as they are received.

February

- Continue to develop and publish content for the PRSSA blog.
- Assemble Conference reporters to cover National Assembly.

March

- Continue to develop and publish content for the PRSSA blog.
- Finalize *FORUM* content as much as possible, leaving room for Assembly coverage.

April

- Format and lay out *FORUM*, review with National Headquarters within the first week.
- Send *FORUM* to printer.

May

- Assist vice president of public relations with layout and editing of the annual report.

Additional National Committee Members

National Faculty and Professional Advisers

The National Faculty and Professional Advisers represent the faculty and professional viewpoint to the National Committee. They attend the leadership retreat, National Conference and National Assembly. Beginning in 2009, the advisers are selected via an application process and will serve a two-year term. Both advisers hold the following responsibilities:

- Vote on new applications for a PRSSA charter.
- Work with Chapter Faculty and Professional Advisers.
- Host the listservs for Faculty and Professional Advisers.

The National Faculty Adviser is an ex-officio member of the Educators Academy board to report on PRSSA matters. The National Professional Adviser is an Accredited member of PRSA.

PRSA Board Liaison

The PRSA Board Liaison maintains open lines of communication between the PRSSA National Committee and the PRSA Board of Directors. The liaison writes a report to the PRSA board for each meeting and should confirm the document with Headquarters and the National President.

In 2004, the PRSA Board Liaison and the National President worked to unite both Societies by having PRSSA National Committee members serve on PRSA committees. These PRSSA officers will serve as ex-officio members of the following PRSA committees:

- Vice president of advocacy is an ex-officio member of the PRSA Advocacy Advisory Board.
- Vice president of professional development and vice president of Regional Activities are ex-officio members of the Professional Development Committee.
- Vice president of member services is an ex-officio member of the membership committee.
- PRSSA Immediate Past President is an ex-officio member of the Strategic Planning Committee.

Vice President of Education

The vice president of education is a full-time PRSSA administrator. In addition to acting as general adviser to the PRSSA National Committee, the vice president of education performs all duties normally incident to the office of secretary. He or she maintains PRSSA national records, conducts general correspondence and coordinates services to the PRSSA membership. The vice president of education duties frequently expand per request of the National Committee or the PRSA Board of Directors.

The Future of the Society

Where to Go

At the end of each term, the National President should break the previous description into bullet points and elaborate on the Society's new future goals.

Nick Lucido, 2010–2011 National President

The 2010–2011 National Committee has worked hard to incorporate a holistic vision for the future in this document. Each Committee member has included his or her own statements and identified key objectives as to the future of their individual positions to help guide future National Committee members. This section is the overarching vision for the future of the Society with key objectives that should be accomplished in the near future. This vision is broken down into three sections: membership, communication and professional development.

Membership

PRSSA membership is robust and benefits are numerous. In terms of membership numbers, PRSSA has maintained steady growth, both in Chapters and individual members. Yet a systemic problem the Society faces is the de-chartering of problematic Chapters, averaging about five per year. In the next three years, the National Committee should focus on Chapter retention in order to preemptively identify struggling Chapters and appropriately assist them before probation and charter loss is required.

Objective: Decrease charter loss by 25 percent in the next year and 50 percent in two years.

Tactics:

- Identify Chapters experiencing problems before probation is needed.
- Assign a National Committee member to regularly check on problematic Chapters' progress.
- Assist Chapters by helping them set achievable goals.

Communication

The way PRSSA members access information about the organization has changed dramatically in recent years. Instead of solely looking for information on the PRSSA website, members now discuss the organization on Facebook and Twitter, post videos on YouTube and photos of events on Flickr, and keep in touch with alumni on LinkedIn. As a national organization, PRSSA must remain agile and adapt to future changes. As past National Committees have set the strategy for communication, future Committees must successfully integrate digital tools in their platforms and be mindful of how these tools affect their initiatives.

Objective: Use communication tools to further connect the PRSSA National Committee and PRSSA Headquarters to local Chapters and members.

Tactics:

- Utilize regional assignments for the PRSSA National Committee to follow, monitor and engage Chapters and members through various media:
 - Comment on Chapter blogs.
 - Fan Chapter Facebook pages and follow Twitter accounts.
 - Share relevant information via whichever media is most appropriate.
- Encourage National Committee members to use technology to be part of Chapter meetings to not only promote the national aspect of PRSSA, but also engage in meetings and ask questions.
- Create a sustainable but flexible plan for this communication that can be updated each year by the next Committee, yet provide a solid framework from which to work.

Professional Development

As a pre-professional organization, PRSSA should continue to seek innovative learning opportunities and develop relevant programs for members. PRSSA should further its collaboration with PRSA on webinars and conference calls to provide students with quality information and speakers at minimal costs to individuals, Chapters and the Student Society at large.

Objective: Incorporate more national professional development opportunities in addition to those offered at national events and make these opportunities available to all members.

Tactics:

- Offer three webinars each year in collaboration with outside organizations.
- Set a long-term plan for future professional development opportunities, including cost, timing and participation specifics.

A Note to Future Leaders: It is important for Chapter and National leaders to always remember that PRSSA is a learning organization. Leaders should be working to advance the interests of members, not of themselves. And most importantly, PRSSA members should embrace change and diversity with open arms.

Rebecca Timms, 2009–2010 National President

From the start of the 2009–2010 term, my vision for our Society was grounded in the terms “stop,” “start” and “continue”:

1. **Stop** creating new communications channels unless we know they will be used consistently by both Society leaders and members.
2. **Start** thinking of PRSSA as part of a lifelong learning process; this, in line with PRSA’s mindset for both organizations.
3. **Continue** growing PRSSA membership through new avenues like high school outreach, the Affiliate Program and chartering new Chapters.

Looking back on the year, I would say my National Committee has succeeded in all of those areas.

Shortly following our election, my Committee examined each communications channel PRSSA used and vetted the value of each before deciding its future. As a result, we decided to eliminate *Connecting With PRSSA* as a standalone publication and incorporated that National Committee-supplied content into *FORUM* and the PRSSA blog. My hope for next and future years’ National Presidents and Committees is that they will introduce, alter and eliminate media as needed with much thought and deliberation to keep a solid communications plan for the Society.

Our “start” and “continue” efforts were, in many ways, coupled throughout our term. We specifically focused increasing work with the PRSA New Professionals section to successfully transition PRSSA graduates, hosted a third fruitful High School Outreach Session at the PRSSA 2009 National Conference and continued to support the Affiliate Program. We also remained receptive to and proactive in starting new Chapters.

Connecting members with the next step in their professional development – PRSA – must be a focus of the National Committee as we prepare our students for their first jobs and support our parent Society’s efforts. Maintaining and moving PRSSA’s growth forward should also always be a main focus of the National Committee, but should be tempered with an understanding of the time, money and effort required to support that growth. Changes must be made gradually, along with infrastructure support, to ensure those changes are lasting and not prone to crumble in years to come.

To that point, my greatest advice to future National Committees is to achieve what you can now and set up future student leaders for success in later years. There are countless examples of programs and initiatives – many, now mainstays in this document and our Society – that were mere ideas formulated years before they could be enacted. Current challenges or pushback should not deter National Committees from pursuing large goals. They need only to break those goals down into reasonable, actionable steps to ensure they are achieved later on in our organization’s life.

Brandi Boatner, 2008–2009 National President

The incoming National President will be responsible to maintain several initiatives implemented to ensure the growth of the Society as PRSSA embarks on another 40 years of excellence.

The first ever High School Outreach Session introduced at the PRSSA 2008 National Conference in Detroit was highly successful and educated high school students about the public relations profession. The National President should continue this program and assist with the execution of the event at future National Conferences.

To increase the number of PRSSA members who transition into PRSA, the National President should work with the Immediate Past President to promote the transition and the vice president of professional development to research, create and implement a reverse mentorship program between PRSA professionals and PRSSA members.

The National President should also continue the efforts made to increase membership in the Affiliate program. Along with the vice president of member services, the National President should continue to identify and contact possible PRSSA Chapters and Affiliates.

Diversity also plays a significant role in the growth of the Society. The National President should continually work with the vice president of advocacy to reinforce PRSSA's commitment to diversity and the Diversity Toolkit, and advocate national diversity causes. The National President should also ensure the International Coalition continues to educate and create awareness of the expanding scope of global public relations. The National President and vice president of advocacy should review the country reports and develop a plan for the future of the Coalition.

PRSSA held its second annual Leadership Rally in June 2009 during an economic crisis. Despite external factors, the event was a success and I urge the National President to continue to improve the event with more learning and networking opportunities for those leaders who attend.

Melissa Csuhran, 2007–2008 National President

The incoming PRSSA National President will have the responsibility to continue promoting the 40th anniversary. The PRSA Assembly officially approved the birth of the Public Relations Student Society of America on November 11, 1967; however the alpha Chapters were created beginning on April 4, 1968. This 2008 year remains celebratory.

PRSA 2007 National Assembly approved the “Advancing PRSSA, the Profession and the Professional in an Evolving Educational Climate” resolution. The PRSA Assembly urged the Board of Directors to appoint a task force consisting of representatives of the Educational Affairs Committee, the Educators Academy, the PRSSA National Committee and other PRSA members-at-large to develop a strategic approach to expanding and promoting the Affiliate Program.

It is the responsibility of the PRSSA National President, PRSSA vice president of member services and Student Affiliate Program Task Force to explore and develop the following:

- An executable plan for significantly increasing participation in the Affiliate Program, which addresses the services provided to students, as well as the marketing and promotion of this program.
- A mechanism whereby Affiliate Program students at the same university or college, as well as in geographical proximity to one another, are encouraged and supported in forming associations with each other to realize the benefits of common interest in public relations, sharing their learning experiences, educational resources, career exploration, and development of professional and peer networks.
- A plan for assisting Affiliate Program students in seeking out and benefiting from qualified academic advising and professional mentorship.
- A plan for assisting PRSA Chapters and practitioners in serving as mentors to Affiliate Program students.
- A plan for leveraging the Affiliate Program and these enhancements to move the schools with notable affiliate interest toward establishing the prescribed courses and other requirements to qualify for officially chartering a PRSSA Chapter.

The necessary steps are set in place for the International Coalition to continue thriving. The Student International Coalition website holds the mission to educate, share knowledge and create awareness of the expanding scope of public relations among public relations students worldwide. The National President is responsible to coordinate research, update the website regularly and expand international outreach.

It is important for the National President to oversee the PRSSA/PRSA transition research and implementation. This responsibility sparks the beginning of a reverse mentorship program between PRSA professionals and PRSSA members. Social media research developed by the vice president of professional development will serve as a key component.

In 2007, the PRSSA Assembly approved a dues increase. Because of this, PRSSA has the opportunity to provide an additional National event for our membership. June 2008 serves as the first annual PRSSA Leadership Rally. I urge the incoming President to develop ways to learn, share and brainstorm best practices and networking opportunities for those leaders in attendance.

Kevin Saghy, 2006–2007 National President

The incoming PRSSA National President will lead this Society in the year of its 40th anniversary. This landmark is significant and will affect the incoming President in several ways. He or she should continue the efforts started by this year's anniversary task force and the 2007–2008 National Conference Committee. The President also serves as the main spokesperson for the Society at celebratory events. Finally, the anniversary should be publicized throughout the year.

PRSSA continues to cultivate relationships with international societies. This year, we've added a research element to PRSSA's International Coalition efforts. Two foreign public relations students aided Kimberly Gouz and myself by conducting research on existing foreign public relations societies. Even more, PRSSA faces the prospect of expanding its membership beyond U.S. borders. I urge the incoming President to proceed thoughtfully as these proposals come to fruition.

Communication within this Society is quite strong. Fortunately, we're at a time when the National Committee and Headquarters have more outlets than ever to reach our membership. This internal strength provides the National President an opportunity to reach beyond PRSSA's walls to promote the Society and its members to external sources. The PRSSA Advocacy Initiative is one means to do so. This year's pilot advocacy efforts scored media placement in outlets ranging from major publications such as *Advertising Age* to grassroots blogs and Chapter websites. The wheels are already in motion. The incoming National Committee should carry on this year's momentum to increase the Society's visibility in the media and consequently, our membership's future employers.

The Affiliate Pilot Program brought at-large students' requests for PRSSA involvement to fruition this year. These first affiliates have provided suggestions to the National Committee about how the program could be improved. As the Affiliate Pilot Program matures, the National Committee should keep an eye open for ways to build on these students' benefits.

Finally, the PRSSA blog has stimulated several meaningful discussions about topics ranging from graduate school to diversity in its first year of existence. This forum allows for open dialogue between members, the National Committee and professionals in an aesthetic setting. The incoming National President should utilize this tool and capture its potential as an industry resource.