

PRSSA 2012

Situation Analysis

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Introduction

This document, established by the Public Relations Student Society of America (PRSSA) 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 20110–2011, the PRSSA National Committee worked to transform the document from one 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 support their platforms and programming.

In addition to individual Committee member goals and descriptions is an overall view of the future of the Society from PRSSA 2011–2012 National President Adam Aisner (and former past National Presidents) located in the "Future of the Society" section.

History

In 1968, the Public Relations Society of America (PRSA) 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; these are the Alpha Chapters. 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 includes the following 14 members:

National President	Vice President of Public Relations
Immediate Past President	Vice President of Regional Conferences
Vice President of Advocacy	<i>FORUM</i> Editor in Chief
Vice President of Chapter Development	National Faculty Adviser
Vice President of Internships/Job Services	National Professional Adviser
Vice President of Member Services	PRSA Board Liaison
Vice President of Professional Development	PRSA Vice President 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 through the fall semester of their term. The National Committee manages PRSSA while serving as a resource to the members and Chapters.

Note: The National President position is a two-year commitment. The first year is spent as National President, and during the second year, this person transitions into the advisory role of Immediate Past President.

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 continues 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.

The National Committee should evaluate the content of the website periodically to ensure that additional materials are added as needed or as requested. During the 2011-2012 term, the National Committee added content to the website regarding national initiatives, Internship Center, professional transition tools and more.

Annual Report

Each spring, the vice president of public relations works in tandem with the *FORUM* editor in chief to produce the annual report. This document summarizes the accomplishments of the National Committee and gives a preview of the next year. This document focuses solely on the accomplishments of each term, and should be published before the end of May each 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. The vice president of public relations should monitor PRSSA activities to determine when such releases are necessary.

Other National Committee members and Chapters write releases as needed. The vice president of public relations works with PRSSA National Headquarters to manage the publishing of these releases.

Biweekly Emails from National Headquarters

PRSSA National Headquarters can send email messages to the entire membership. Emails 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 email issued by the vice president of public relations.

Membership Dues and Online Registration

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.

With the launch of the new PRSSA website came the opportunity for National Headquarters to begin using online registration for events. This process continues to be refined as it makes the joining process a much smoother and more seamless transition. Although National Headquarters works to make this transition easier, obtaining accurate membership information remains a challenge for each Committee.

National Committee Monthly 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 on the first day of each month. The monthly report describes each Committee member's activities and any 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 to 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). Candidates are expected to review the PRSSA Situation Analysis, clearly understand how PRSSA functions, and review the job description and responsibilities of each National Committee position.

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:

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.) Nominations are closed when no further nominations are received from the floor.

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.

At this meeting, candidates present for 10 minutes and then answer questions. Immediately after all presentations are done, a closed-ballot vote should happen. 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. Old and new officers meet to discuss their expectations and goals for the next year. 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 vice president 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 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. During the 2011-2012 term, PRSSA started working more closely with the New Professionals section to advocate for PRSA Associate Membership and active involvement upon graduation.

The National President should also work to educate members about the transition between student to professional and include this in Associate Membership promotion.

Challenges of Promoting PRSA Associate Membership

- PRSA Associate Membership is not perceived as relevant to students who are not graduating, and awareness of the value proposition differs from Chapter to Chapter; student to student making this a subject that will need to be continual reinforced.
- Public relations graduates continue to 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. In addition, the New Pros can help orient them on a career path that involves active PRSA membership.

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 pro-

gramming and composition of membership. The National President should work in tandem with PRSSA Headquarters and the Immediate Past President to ensure a timely execution for this initiative.

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.
- Promote PRSA Associate Membership

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 the 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. The vice president of advocacy actively promotes the Diversity Initiative, ethics and manages the Public Relations Student International Coalition (PRSiC). In addition, it is the responsibility of the vice president of advocacy to execute the annual High School Outreach Session 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.

How does PRSSA define diversity?

Diversity can be defined many ways. PRSSA defines diversity the following way:

PRSSA embraces all individuals regardless of background, culture, education, major, age, disability, gender and sexual orientation. PRSSA recognizes the importance of different experiences, perspectives and voices in making a viable Society that aids the profession.

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. As well as re-framing the traditional view of diversity by including those with physical handicaps, veteran status, or returning students who are changing professions.

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.

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:

- 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 Session.
- Maintaining and expanding on new advocacy materials: the advocacy guide, which includes the previous 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 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.

Objectives of the Diversity Initiative

- Incorporate diversity into Regional Conferences and local Chapter programs.

- Continue a *FORUM* column focusing on diversity.
- 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.
- Encouraging Chapters participation in University's Diversity weeks.
- Establishing a diversity competition for the members.

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 Facebook 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 2011, 18 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.

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. Include the promotion and assistance to students in other nations on their international Chapter development.

Tactics:

- Expand the task force to increase the number of analyses performed in a term.
- Solicit feedback from members and explore incorporating a forum for discussion.
- Incorporate students' experiences from various study-abroad programs.
- Encourage and provide membership paths for interested international members.
- Incorporate students' experiences from various study-abroad programs.
- Encourage translation of reports to native language of the particular nation.

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 and the “Public Relations 101” DVD was moved to the vice president of advocacy, by a vote of the PRSSA 2009–2010 National Committee.

Objectives of the Synergetic Education Outreach

- 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 Session

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.

Objectives of High School Outreach

- Promotion of the public relations profession prospective members.
- Educate the public about PRSSA and all opportunities offered through the Society.

Challenges of High School Outreach

- Ensuring diversity is reached with host school participants.
- Securing a school to participate.

Advocacy Guide

During the 2010–2011 term, an Advocacy Guide was created to consolidate the necessary information for the vice president of advocacy. Incorporated in the Advocacy Guide are these tools:

High School Outreach Session Guidebook (HSOS)

The HSOS Guidebook is a new resource added during the 2010–2011 term. The 2010–2011 academic school year is the first in which this initiative is the responsibility of the vice president of advocacy.

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

Ethics Action Guide (Draft form only)

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 section titled 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.

Future of the Vice President of Advocacy

The future of the vice president of advocacy is still taking shape. In 2010, 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 strong 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.

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 phone call with the PRSA staff liaison for the PRSA Advocacy Committee.
- Start daily monitoring of trade publications.
- Write welcome letter for the PRSIC webpage.

July

- Develop subcommittee.
- Work with the vice president of Chapter development to encourage Chapters to establish an advocacy executive board position and/or standing committee on advocacy.
- Establish schedule for PRSSA Blog posts on advocacy.

August

- Finalize year long initiative (as determined by vice president).
- Finalize ethics-related Twitter Chat plans for September with vice president of public relations.

September

- Incorporate subcommittee into advocacy issues and topic selection.
- Promote Ethics Month via Biweekly Update, PRSSA website and PRSSA Blog.
- Participate in PRSA Twitter chat on ethics and recap for PRSSA Blog.

October

- Use National Conference to promote advocacy, diversity and ethics. Execute High School Education Outreach Session.
- 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.
- Begin seeking out High Schools for the next High School Education Outreach.

December

- Supervise Chapter use of the Diversity Toolkit and Advocacy Toolkit. Redraft as needed.
- Begin work on Situational Analysis update.

January

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

March

- Attend National Assembly. Transition the incoming vice president of advocacy.

April

- Final contact with Chapters regarding advocacy, diversity and ethical initiatives.

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, and serving as a resource for Chapters and their leadership.

Current Programs

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

- 2011-2012
Salvation Army of Orlando, Florida. Students donated clothing items for local community members looking to build their road to recovery.
- 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 a total 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 asking attendees to donate items, recognize that certain items are difficult to travel with/can take up too much room in luggage.

Future of Community Service Initiative

Objective: Launch an initiative that engages Chapters attending National Conference, but also Chapters that cannot attend.

Tactics:

- Keep an open mind for service projects during the school year.
- Add a social element to the initiative by coordinating it along with a Tweet-up, or in a social environment— a bowl-a-thon, benefit night at restaurant, etc.
- 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 initiatives 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/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 attendees 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. Provide Chapters with a deadline tracker that outlines checkpoints throughout the summer and into October. Included on the tracker will be a checkpoint for updates, outlines, and so forth. 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 presentations. Make suggestions, give constructive feedback and check slideshows for errors and proper PRSSA style usage.

Create and prepare post-session survey. Have it approved by Headquarters. Plan how you are going to coordinate distribution of the survey and how you will analyze the results.

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 or 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.
- Utilize presentations as online resource after Conference.
- Collect finalized presentations at least a week in advance of the event.

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 and a range of Chapter sizes.
- Implementing humorous pre-session skits as ice breakers (if desired).
- Avoid micro-managing National Committee members as they help prepare for these sessions.
- Coordinate the event topic selection and proceed by delegating tasks down to Committee members.

Future of Leadership Training Sessions

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

- Continue with ethics workshop as a session. First introduced at the 2011 National Assembly in Seattle, the ethics workshop was deemed successful. Each group was presented with a hypothetical situation in which they had to make an ethical decision.

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:

- *Regular Season:* Chapters send fundraising ideas to the vice president of Chapter development. The ideas are added to the playbook and posted online. One Chapter wins each month.
- *FUNdraising Bowl:* One overall winner (selected from the previous winners) receives two free registrations to the upcoming National Conference.
- *Rest of Year:* Chapters use ideas in the playbook to raise money for their Chapter.

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.
- Publicize monthly winners during “the Bowl” season, February 1-May 31.
- Promote “The Playbook” during National Conference and National Assembly.
- Award two registrations for National Conference to the Bowl winner.
- Open the FUNdraising Bowl to accept applications from August-May for continued promotion and usage of initiative.

Presidents-Talk

The Presidents-Talk listserv was created in 2003, replaced with the PRSSA Blog by the 2006–2007 National Committee and reestablished 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 emails, 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 in the listserv.
- Provide topics of discussion to engage more Chapter Presidents.
- Use information shared on the listserv as contributing information to the Best Practices guide.
- Submit a promotion plan to the vice president of public relations, outlining planned interactive conversations (regarding membership goals, events, fundraisers, etc.) and continued promotion of the resource.

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, the PRSSA Blog and at National Assembly and Leadership Rally. Include the guide in the Chapter Handbook along with a SWOT analysis worksheet for Chapter planning and transitions. Update annually, accordingly.

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.

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 self to applicants.
- Review and improve current programs, which may include ending some programs.

June

- Leadership Retreat — bond with the National Committee members. Present goals and platforms. Suggested agenda items for the National Committee retreat:
 - Present information on new and returning programs.
 - Have goals, objectives, tactics and Chapter Development Session timeline ready.
 - Discuss list of potential Community Service Initiatives.
- 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. Arrange conference calls to listen to presentations.
- Make contact with PRSSA Phone/Email Tree schools.
- PRSSA National FUNdraising Bowl preseason — start thinking about promotions.
- Plan PRSSA Community Service Initiative for National Conference.

September

- Finalize all projects for National Conference.

- Send Chapter Development Session audio/visual needs to National Headquarters 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).
- Assign National Committee members 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.

October

- All presentations for Conference completed. Tie up loose ends for Conference.
- Finalize all Chapter Development Sessions with each presenting Chapter, obtaining a copy of each presentation for records and to be uploaded as online resource after Conference.

November

- Organize information for PRSSA National FUNdraising Bowl Playbook.
- Contact Phone/Email 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.
- Promote the National FUNdraising Bowl.
- Promote transitions tool kits (C.H.A.R.T. Guide, SWOT analysis, etc.)

February

- Distribute outlines to National Committee for Leadership Sessions at National Assembly.
- Promote and select winner of the month for the National FUNdraising Bowl.

March

- National Assembly: Finalize and rehearse Leadership Sessions with National Committee.
- Promote and select winner of the month for the National FUNdraising Bowl.

April

- Promote and select winner of the month for the National FUNdraising Bowl.
- Review applications for the Chapter Development Sessions and listen to pitches.

May

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

Vice President of Internships/Job Services

The vice president of internships/job services' responsibilities include, but are not limited to: recruiting employers to post internship positions on the PRSSA Internship Center, managing the PRSSA Internship Center, communicating Internship Center updates to the membership, updating the Career Manual, answering Internship Center inquiries of Faculty Advisers and Chapter Presidents, collaborating with other positions to promote national internship directories and resources.

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 could view résumés, preventing third parties from accessing members' information. The new site also concealed 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 internships/job services. After registering, the PRSSA member creates an account using an email 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 Statistics

Year	Number of Internships	Résumés Posted	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
2011	231	264	196	1,228

Career Manual

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 summer of 2011, the vice president of internships/job services partnered with the 2011-2012 National President to update pages of the Career Manual and create a new page dealing with the professional transition.

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 promote the PRSSA Internship Center and career resources. Members gain experience such as:

- Opportunity to interact with National Committee members.
- Opportunity to work with Chapters throughout the country.
- Access to the newest internships/jobs.
- National PRSSA leadership role to be placed on résumé.
- Opportunity to polish networking skills.
- Opportunity to strengthen the Society.

Subcommittee's Responsibilities

- Reach out to employers across the country.
- Communicate with Chapter Presidents about internships opportunities and resources.
- Communicate updates, inquiries and leads to the vice president of internships/job services.

**Responsibilities of the subcommittee differ from year to year. It is up to the vice president to determine and delegate their responsibilities.*

Intern Talk

The 2011 vice president of internships/job services partnered with the *FORUM* Editor in Chief to introduce *Intern Talk*, a monthly podcast that touches on the many facets of the internship world. Podcasts were recorded and produced by the vice president of internships/job services and posted on the PRSSA Blog by the *FORUM* Editor in Chief.

Challenges of Intern Talk:

- Finding professionals to serve as guests.

Future of Intern Talk:

- Produce *Intern Talk* on a more frequent basis.

Current Promotions

PRSSA internal promotions include Chapter mailings, *FORUM*, Biweekly Updates, the PRSSA National Twitter Handle, PRSSA Twitter Chats and the PRSSA Blog.

Objective: Increase the number of students who have accounts through the PRSSA Internship Center by 15 percent.

Tactics:

- Promote PRSSA Internship Center opportunities through the PRSSA National Twitter handle.
- Include PRSSA Internship Center opportunities in Biweekly Updates.
- Place a PRSSA Internship Center link on the PRSSA home page to increase visibility.
- Provide Chapter login code information to Faculty Advisers and Chapter Presidents.
- Encourage Chapter Presidents to promote the Internship Center and distribute the login code.

Objective: Increase the number of positions listed on the PRSSA Internship Center by 50 percent.

Tactics:

- Instruct subcommittee members to reach out to employers and encourage them to post positions on the PRSSA Internship Center.
- Communicate with employers about the benefits of posting positions on the PRSSA Internship Center.
- Promptly respond to any questions or concerns of employers.
- Follow up with employers once employer account requests have been approved.

Past Promotions

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

- Increase awareness of the Internship Center among members so they utilize this resource.
- Attract 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 must learn about the PRSSA Internship Center. A more geographically representative offering of positions on the PRSSA Internship Center may increase the number of members who create accounts.

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 the PRSSA Internship Center:

- Lack of awareness of the PRSSA Internship Center from employers and students.
- Lack of employment opportunities in certain states/regions.
- Convincing employers to post opportunities on the Internship Center.

Future of the PRSSA Internship Center:

- Represent as many states as possible through the PRSSA Internship Center.
- Represent as many dimensions of the profession as possible through the PRSSA Internship Center (agency, nonprofit, corporate, etc.).

Timeline

June

- Attend National Committee Leadership Retreat – Scottsdale, Ariz.
- Identify potential candidates for subcommittee by region

July

- Begin contacting new employers and encourage them to post fall positions
- Finalize any changes to the Career Manual
- Recruit subcommittee members
- Begin communication with Chapter Presidents about the PRSSA Internship Center

August

- Make contact with Chapter Presidents via National Committee Chapter Outreach
- Begin sending messages on social media channels; emphasis on fall opportunities
- Begin active recruiting of internship opportunities for fall semester
- Direct subcommittee to promote national initiatives
- Record and produce episode of *Intern Talk*

September

- Continue sending messages via social media channels
- 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
- Record and produce monthly episode of *Intern Talk*
- Maintain internship recruiting efforts for website

October

- Continue sending messages via social media channels
- Highlight Internship Center resources at PRSSA National Conference
- Distribute Chapter login codes at PRSSA National Conference
- Record and produce monthly episode of *Intern Talk*
- Attend National Conference.

November–December

- Make contact with Chapter Presidents via National Committee Chapter Outreach
- Begin active internship recruiting efforts for spring
- Continue sending messages via social media channels; emphasize spring opportunities
- Record and produce monthly episode of *Intern Talk*
- Generate national statistics and information for the Situational Analysis

January

- Maintain internship recruiting efforts
- Communicate with member who are interested in running for National Committee at National Assembly
- Continue sending messages via social media channels; emphasize spring positions
- Record and produce monthly episode of *Intern Talk*

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 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 Conference (can also be January or April, depending on timing)
- Attend National Assembly
- Record and produce monthly episode of *Intern Talk*
- 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 internships/job services.
- Email Chapters highlighting new positions listed on the PRSSA Internship Center
- Final push for internship opportunities
- Provide additional training and resources for incoming vice president of internships/job services

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 PRSSA scholarships. This individual will also promote the Affiliate program to community colleges, promote PRSSA to traditional four-year colleges, 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 four-year schools and community colleges not meeting charter requirements with professional development opportunities and select member benefits, such as *PR Tactics*, *FORUM*, access to the 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, but was not promoted by PRSSA and the vice president of member services until the 2007–2008 term. In October 2007, the PRSA National Assembly voted to establish a PRSA/PRSSA Affiliate Task Force to 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 affiliates.

In spring 2008, PRSSA purchased a mailing list of both community and four-year colleges to which the vice president of member services sent 411 letters. It was concluded personal contact provided better results than letters alone. In March 2008, the PRSSA Assembly voted to allow international affiliates.

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 included 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. 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

- Members of PRSSA and PRSA are enthusiastic about the Affiliate Program and want it to advance quickly in numerous directions. PRSSA must focus on improving it before expanding the program beyond its means.
- 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.
- Educating PRSSA Chapters about what the Affiliate program and what it means for them.

Future of the Affiliate Program

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

Tactics:

- Encourage grassroots outreach to engage more Affiliates.
- Utilize Community College Outreach Session to educate and promote the Affiliate program to potential members.
- Reach out to current Affiliates to assess the success and implementation of the program.
- Promote available scholarships to Affiliates as a recruitment tool.
- Implement an Affiliate Outreach Session at National Conference.

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.
- Promoting competition to PRSSA National Assembly attendees.

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 emails, *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 to receive the honor annually. 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 to those unfamiliar with it.
- 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 and the Star Chapter Award.
- Infuse scholarship, award and competition promotion into Chapter programming.

Community College Outreach Session

The Community College Outreach Session aims to target community college students and increase awareness of PRSSA and the Affiliate program. 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 the 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 in *FORUM* 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 with the *FORUM* Editor in Chief.

Updated 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 Case Study 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.

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
- Chester Burger Scholarship for Excellence in Public Relations
 - Recognizes graduate students pursuing careers in corporate relations. Currently, candidates do not have to be PRSSA members.
 - Award: \$1,000
- 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) and three-month paid internship in one of Edelman's U.S. offices. 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
- 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
- John D. Graham Scholarship
 - Recognizes students who demonstrate leadership, academic achievement in public relations and overall studies and practical experience. Winners of this award have demonstrated a commitment to public relations and demonstrate strong writing skills.
 - Award: \$5,000 total
 - First Place: \$3,000

- Two runners up: \$1,000 each
- 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 Diversity Multicultural 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 Health Academy Grant
 - Recognizes a PRSSA member with an interest in health care public relations. The PRSA Health Academy Grant pays for one student 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 Public Affairs and Government Section Grant
 - Recognizes a PRSSA member with an interest in government public relations. The PRSA Public Affairs and Government Section Grant pays for winners to attend the PRSSA National Conference as well as participate in the PRSA International Conference Public Affairs and Government Section session.
 - Award: The cost of PRSSA National Conference registration
- Ron Culp Scholarship for Mentorship
 - Recognizes a student entering his or her senior year at a four year accredited institution for their mentoring of others and their promotion of public relations as a career choice. The student must be nominated by the college or professional advisor of the PRSSA Chapter, or by one of his or her peers.
 - 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.
 - 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
- Chapter Diversity: \$300/plaque
- Faculty Adviser: \$200/trophy
- Professional Adviser: \$200/trophy
- Chapter Newsletter: \$200/plaque
- Chapter Website: \$200/plaque
- Outstanding Regional Conference: \$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
- 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.
- 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
- 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

Past Programs

Discussion FORUM

Created in fall 2004, this was 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. The National President and Immediate Past President serve as the faces of PRSSA and as the best example of how students should continue their professional education as members of PRSA.

Timeline

June

- Finalize platform for term.
- Familiarize self with all applicable programs, initiatives and committees.
- Draft communication strategy for term (use of *FORUM*, Biweekly Update and PRSSA Blog).
- 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 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.
- Encourage current affiliates to attend National Conference.
- Finalize communication strategy for term (use of *FORUM*, Biweekly Update and PRSSA Blog).
- Promote “Setting the Pace” column to Chapters nationwide.
- 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 2012 National Conference.
- Follow up with professionals, schools and transportation, and finalize necessary arrangements for the CCOS.
- Consider materials and talking points for Conference.

October

- 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.
- Execute Affiliate Outreach Session at the PRSSA 2012 National Conference.
- Highlight one PRSSA Chapter with “Setting the Pace” article in *FORUM*.
- Execute Community College Outreach Session.
- Finalize materials, talking points and platform for Conference.

November

- 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.
- Highlight one PRSSA Chapter with “Setting the Pace” article in *FORUM*.
- 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.
- Provide Regional Conference talking points relating to Member Services projects and initiatives.
- Draft promotional material for Day-of Competition.

January

- Hold conference or individual calls with Affiliates.
- Finalize promotional material for Day-of Competition.

- Publicize January scholarship deadline.
- Highlight one PRSSA Chapter with “Setting the Pace” article in *FORUM*.

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.

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.
- 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*.

May

- Publicize June scholarship and award deadlines.
- Transition vice president of member services.

Vice President of Professional Development

The vice president of professional development's responsibilities include working with PRSSA Student-Run Firms with a heavy focus on the Nationally Affiliated 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 including those in their early stages as well as those seeking to meet PRSSA's standards for National Affiliation to create a network of PRSSA's top firms. To ensure the best service to Student-Run Firms the vice president of professional development must:

- Stay current on the issues firms face.
- Adequately help firms of different sizes and different stages of the development process.
- Revise the Student-Run Firm Handbook as necessary.
- Enforce the Affiliation standards. Make sure the Affiliation standards are achievable, yet strict.
- Encourage Student-Run Firms that meet the standards to apply for National Affiliation.
- Encourage Nationally Affiliated firms to apply for PRSSA Student-Run Firm Awards.

National Affiliation Program

Currently 33 firms have earned National Affiliation, a number that has more than doubled in the past year. 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 firm director network, ability to apply for awards and listing on the PRSSA website. Most recently, monthly conference calls have been implemented to assist firms with a new topic each month.

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, a nationally affiliated logo (in progress) 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

While all Student-Run Firms are eligible for the *Student-Run Firm Award for Best Tactic* and *Student-Run Firm Award for Best Campaign* were formally launched in 2010 and only available for Nationally Affiliated firms. Winning submissions will be on PRSSA's website so student firm leaders can model their firm and their work after successful programs. Eligible programs must be executed June 1 to May 31. Award categories may be added in the future as more firms earn Affiliation and competition increases. The vice president of professional development should promote the award opportunities throughout numerous avenues, including: National Conference, National Assembly and Regional Conferences; the PRSSA Blog, *FORUM* and social media; and individual outreach. Judging for the nationally affiliated awards will be done by the vice president of professional development based on preset judging criteria. Awards will be presented at the National Conference.

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.

PRSSA/PRSA Relationship Month

The vice president of professional development must assist Chapters in building their PRSA Relationship through a number of tactics, including Relationship Month, the Relationship Manual and individual circumstances.

October is PRSSA/PRSA Relationship Month. PRSSA strives for Chapters to host an event, network or socialize with their local PRSA Chapters in an effort to help PRSSA and PRSA members meet. The vice president of professional development must maintain Relationship Month's success by:

- Making it relevant to the diverse Chapters within the Society.
- Promoting participation and gaining enthusiasm.
- Finding ways to make local PRSA Chapters more inviting.
- Encouraging PRSSA members to continue to reach out to PRSA (despite possible past failures).
- Encourage Chapters to plan a major event during October despite the same time frame as National Conference.

Promoting this month is an important and task heavy responsibility. Since it must be promoted on a national level, online communication is best. This year the PRSSA Blog was heavily utilized to set up a series of posts revolving around relationship tips (including traditional blog posts and an infographic). Furthermore, a Twitter chat was held to discuss PRSA relationship in an online *FORUM*. Establishing more formal programs will solidify this program in each Chapter's routines.

PRSSA/PRSA Relationship Manual

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. The Relationship Manual was revamped in 2011 to provide a more consistent formatting to other PRSSA manuals and handbook. The vice president of professional development must embellish on the current document to expand the examples and provide more case studies.

Professional Development

Throughout the term the vice president of professional development should implement professional development advice or programs. In 2011, that has been accomplished by working with Committee members to develop helpful blog posts. In the future this tactic can be further evolved.

Future of the 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.

Student-Run Firms should continue to be a focus for the vice president of professional development. 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.

Objective: Increase number of Nationally Affiliated firms and continue building tools to share best practices for other Student-Run Firms.

Tactics:

- Continual recognition of Nationally Affiliated firms through the PRSSA website.

- Create a stronger network among student-run firm directors across the nation.
- Enhance the current conference call program among Nationally Affiliated firms.
- Consistently update and further develop a detailed database of each firm.

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 Manual with additional best practice examples.
- 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.
- Incorporate more education about PRSA: what it is, programs, why and when to join.
- Create more incentives to participate in Relationship Month than just a Teahan Award.

Professional Development routes from networking and practical experience through Student-Run Firms, 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:

- Coordinate webinars, regional agency tours and promoting Regional Conferences are opportunities to help members develop their professional futures.
- Consider working with the vice president of Regional Conferences to ensure that each Regional Conference will provide relevant information and experience.
- Share messages through social media and *FORUM* about the benefits of each activity.

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.

Past Programs

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 is now included in *FORUM* and online.

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 and Relationship Manual.

July

- Pick up standing initiatives; begin to implement or promote.
- 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 and Relationship Manual.

August

- Continue contacting Student-Run Firms.
- 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

- Begin monthly conference calls or similar program.
- Answer phone calls and emails 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.
- Have copies of initiatives of the year ready to either email or pass out.
- Attend National Conference.
- 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 Branding Identity Guidelines and managing PRSSA social media accounts (Facebook, Twitter, YouTube and LinkedIn). This individual is also responsible for ordering the polo shirts for the National Committee to wear at the National Conference.

Current Programs

Biweekly Update

The Biweekly Update is emailed every two weeks during the school year to PRSSA members, Faculty Advisers and Affiliate Members. It highlights National Committee news, scholarship reminders, upcoming dates, membership opportunities and other important PRSSA updates. In addition, the update links to PRSSA social media and new job and internship postings on the PRSSA Internship Center.

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 50 words at most. Longer updates are truncated in the email version and hyperlinked to the expanded website version. Once assembled and edited, the vice president of public relations sends the email to PRSSA Headquarters for final edits, email 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.

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.

In 2012, the vice president of public relations incorporated the "Pacesetter," recognizing a Chapter of the month whose accomplishments and Chapter improvements gained their Chapter national recognition. The Pacesetter should be chosen by the vice president of public relations in tandem with the National Committee and sent in the last Biweekly Update of the month.

Also in 2011, the Biweekly Update began to include a featured blog post from the PRSSA Blog or from a Chapter blog, according to content, timeliness and relevance to PRSSA and the public relations field. The Biweekly should also highlight Chapter and member successes and updates.

Challenges of the Biweekly Update

- Encouraging members to read the Biweekly Update.
- 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 emails due to spam filters or errors in contact information and therefore do not get the information included in the Biweekly Update. Changes in email distribution programs at National Headquarters are reducing this issue.

Future of the Biweekly Update

Objective: Increase number of subscribers and the number of members who open the email by providing succinct and informative content. Provide more information on Chapter and member highlights.

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, PRSSA social media, internships through the Internship Center and also address questions that will promote two-way communication among PRSSA members.
- Highlight members and their successes in the email.

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 email. These are then edited by the vice president of public relations, then the National President, then approved and edited by PRSSA Headquarters staff and finally sent back to the vice president of public relations and to be posted on the website.

Chapter News releases should be solicited through social media channels and through the PRSSA Phone/Email Tree. The best tactic for Chapter News submissions has been to personally tweet or Facebook a Chapter after seeing a possible news item posted about or tweeted about online. A personal invite to submit Chapter News has become a proven best tactic.

In 2011, video releases for Chapter News were approved and solicited from Chapters. All members who participate in the video must sign the PRSSA video release form and must submit all videos to the vice president of public relations. The video is then edited and reviewed by the vice president of public relations, sent to the National President and PRSSA Headquarters staff for review and then sent back to the vice president of public relations for posting on the PRSSA YouTube channel.

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/Email Tree and social media channels. Chapters also promote the published Chapter News releases.

Future of Chapter News

Objective: Increase the number of Chapter News posting in press release and video format 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 solicit submissions through their region contacts.
- Empower Chapter Leaders to use this tool through various communication channels.
- Use established Chapter News guidelines and submission process page to refer Chapters to for how to submit Chapter News.
- Encourage more video releases for Chapter News for the PRSSA YouTube Channel.

PRSSA Style Guide

The PRSSA Style Guide contains the official style guidelines for PRSSA publications. The Style Guide is used for reference when communicating to PRSSA Chapters and members. The Style Guide contains PRSSA and PRSA terminology, the official PRSSA boiler plate and other styles for PRSSA capitalization and more.

The PRSSA Style Guide is important for professionalism and cohesiveness when communicating to PRSSA Chapters and members. The Style Guide also covers how to properly write datelines and news releases for PRSSA Chapter News and National News. As a National Society, it is important to be consistent across all platforms in our capitalization and terminology of PRSSA events, positions, publications and more.

During the 2010–2011 term, the PRSSA Style Guide received revisions to accommodate social media needs. 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 Brand Identity Guidelines. PRSSA mirrors PRSA's new graphics manual changes as a proper way to use PRSSA graphics. The PRSSA Brand 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. The vice president of public relations should consistently monitor Chapter usage of the PRSSA logo across all platforms. The vice president of public relations should encourage proper usage of the PRSSA logo and encourage Chapters to change their logo if it does not follow the Guidelines.

The Branding Identity Guidelines and promoted via the PRSSA social media channels, the Chapter President listserv and the PRSSA Phone/Email tree. The vice president of public relations should answer all questions about PRSSA logo usage and should solicit responses when monitoring Chapter logo usage.

PRSSA Phone/Email Tree

The PRSSA Phone/Email Tree is used by the National Committee to communicate with Chapter Presidents. The PRSSA Phone/Email Tree was created to decrease the time taken by the National Committee to contact Chapter Presidents and to encourage communication from Chapter Presidents to the current National Committee members.

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.

The vice president of public relations should connect with the National Committee members at least one week prior to sending out talking points for the Phone/Email Tree for the Chapter Presidents. The National Committee members should reach out to their assigned region at least three times during the school year.

Responsibilities include:

- Updating Chapter Presidents contact information.
- Assigning each National Committee member one of the 10 regions.
- Emailing each National Committee member the Phone/Email Tree, which includes:
 - National Committee member's list of his/her Chapter President contact information and Chapter information
 - Talking points for email and phone conversations

Press Releases

Press releases are posted regularly on the website by PRSSA Headquarters staff. When needed, the vice president of public relations should write press releases on PRSSA events throughout the year, which 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 Style Guide and Branding Identity Guidelines.

The vice president of public relations should monitor trade publications and various news sources on industry news and should monitor and decide what should or should not be responded to from a National standpoint. The vice president of public relations should be aware of what might not be newsworthy and share findings with the National President and PRSSA Headquarters staff.

PRSSA Annual Report

The annual report is a national publication about the Society for internal and external publics. The report highlights accomplishments from 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 and PRSA updates
- Regional Conference information and updates
- Public relations news and industry trends

PRSSA Social Media

The 2009–2010 National Committee moved management of PRSSA social media to the vice president of public relations starting June 1, 2010. The vice president of public relations is responsible for the strategy behind all PRSSA social media usage and responsible for streamlining social media updates to official PRSSA accounts. While PRSSA has various social media accounts, not all are directly managed by the vice president of public relations. Refer to the Digital Communication Strategy for the management guide of the different PRSSA social media platforms.

All PRSSA information and updates should be sent through the official PRSSA social media accounts first so members and Chapters know to reference and source the PRSSA accounts for information and updates.

The vice president of public relations should create weekly social media calendars to strategically map out key messages to effectively communicate on Twitter, Facebook, LinkedIn and other social media channels to be approved by National Headquarters.

National Facebook Fan Page

The vice president of public relations develops content for and manages the PRSSA National Facebook Fan Page to distribute news, reference posts from the PRSSA Blog, 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 other National Committee members, if needed.

National Committee members should contact the vice president of public relations with information on initiatives and updates which need to be posted to the PRSSA Facebook page.

Facebook is a popular channel for PRSSA to reach members on a larger scale. The PRSSA National Fan Page 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 Facebook Groups

PRSSA has Facebook groups for National Conference and National Assembly. These are the only official groups created by PRSSA Headquarters staff. The National Conference Committee is responsible for managing the Conference Facebook Group while the vice president of public relations should help PRSSA Headquarters staff maintain the National Assembly group.

The Facebook Groups create a social media hub for members to communicate with each other. For the fall semester, the National Conference group is used as a place for updates and communication from the Conference Committee and for the spring semester, the National Assembly group is used for communication between attendees and for general Assembly updates and information.

@PRSSANational Twitter Account

The @PRSSANational is used to deliver messages and reminders about deadlines, events and news and used to promote posts from the PRSSA Blog and other PRSA or PRSSA related events and initiatives. The @PRSSANational account is an effective platform to connect with students and professionals to increase engagement, answer questions and connect members and Chapters to each other. Blog posts, articles, Twitter chats, Chapter News, internship/job posts, scholarship deadlines and Biweekly Updates are all disseminated through the @PRSSANational Twitter account.

In 2011, the monthly Twitter chats were moved to the vice president of public relations position. All Twitter chats should be managed from the @PRSSANational account as the official PRSSA account should be used and seen as the official source of information and communication.

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. The vice president of public relations manages this account.

The YouTube Channel is also used for National Committee, Conference Committee and Regional Conference updates. Chapters can submit Chapter News via video format for the PRSSA YouTube Channel.

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.

The LinkedIn group is also used for email communication via weekly LinkedIn announcements and a place for continued dialogue between Chapter members and professionals in the workplace.

Challenges of PRSSA Social Media

- Providing valuable information about PRSSA events and programs as quickly as possible.
- Developing an effective strategy to reach PRSSA members.
- Increasing membership feedback on PRSSA Facebook Page by offering help and asking questions to create conversations with members through daily posts.
- Streamlining communication and having an effective strategy to reach members.
- Reaching out to members on multiple platforms with different messages could mean not all messages are received.

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, Chapters and members.

- Keep messages consistent to all audiences and follow the PRSSA Style Guide and Branding Identity Guidelines.
- 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.
- Follow Digital Communication Strategy for official communication.
- Adapt to social media platforms as social media continues to evolve.

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. Create social media calendar to be shared with PRSSA Headquarters and the National President to be updated every Sunday by at least 5 p.m.

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/Email Tree.
- Create and update spreadsheet for the Phone/Email Tree on Google Documents.
- Plan the Biweekly Update schedule.
- Update contact information for the PRSSA Style Guide and Branding Identity Guidelines.
- Update social media calendar.

September

- Make contact with PRSSA Phone/Email Tree Chapter Presidents.
- Send National Committee members their polo shirts.
- Write press release for National Conference (depending on date of Conference).
- Update social media calendar.

October

- Prepare, plan and pack for National Conference.
- Finalize and make copies of all promotional materials to hand out at National Conference.
- Be prepared to answer all questions about current position and position duties.
- Update social media calendar.

November

- Continue promoting Chapter News, PRSSA Style Guide and Graphic Standards.
- Write press releases announcing PRSSA scholarship and award recipients from National Conference.
- Send National Committee second round of talking points to their responsible Chapters in the PRSSA Phone/Email Tree.
- Update social media calendar.

December

- Update Situation Analysis.
- Announce National Assembly and begin National Assembly promotion.
- Promote Regional Conferences through social media platforms and the PRSSA Phone/Email Tree.
- Update social media calendar.

January – February

- Continue promotion of National Assembly and encourage delegate registration.
- Continue promotion of Regional Conferences.
- Send National Committee third round of talking points to their responsible Chapters in the PRSSA Phone/Email Tree.
- Be a resource to perspective parties interested in running for position.
- Attend National Assembly.
- Update social media calendar.

March–May

- Write press release announcing National Assembly position winners.
- Effectively and efficiently transition newly elected vice president of public relations in a timely manner.
- Gather information, create a template, edit and finalize the PRSSA Annual Report with the *FORUM* Editor in Chief.
- Update social media calendar.

Vice President of Regional Conferences

The vice president of Regional Conferences is responsible for coordinating, publicizing and managing the Regional Conferences bid process and programming. The vice president also maintains and updates the Regional Conference 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 Conferences is to address regional concerns and aid in the strategic planning of Regional Conferences. Specific duties include:

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

Current Programs

Regional Conferences 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 Regional Conferences is determined by the number of qualified bids, the number of applicants, the diversity of topics, and the geographic range represented. This generally translates to about 10 to 16 Regional Conferences a year.

Regional Conference Handbook

The Regional Conference Handbook is the main source of information for Chapters interested in planning an event. Having gone through many revisions, the handbook currently is a 21-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 Conference 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 Conference Committee: coordinator biography, committee information
- Letter of recommendation from Faculty Adviser
- Interview: phone interview with the vice president

Challenges of the Regional Conference Handbook

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

Future of the Regional Conference Handbook

- Editing for brevity. Reducing the page count cuts printing costs, promotes green practices and is easier for Regional Conference 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 Conference
- 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. 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 benefits of hosting a Regional Conference, provided contact information and described how to get involved. A strong promotional plan should be created that utilizes *FORUM*, Twitter, Facebook, YouTube 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 emails; it is a struggle to reach them.

Future of Promotion

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

Tactics:

- Continue to promote via *FORUM*, Facebook, Twitter, YouTube 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 Conference submit the completed bid application to the vice president of Regional Conferences, National President and the vice president of education via email. The bid deadline varies depending on the date of National Conference. The vice president of Regional Conferences 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 Conference host Chapters can attend National Conference to meet with the vice president of Regional Conferences 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 Conference 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 in certain areas of the country.
- It is difficult to make selections when multiple schools in the same area have strong bids.
- 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.

If the goal for the term is to have a Regional Conference in each region, adjust 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 estimate interest.

Regional Conferences Workshop

The Regional Conferences Workshop started at the 2000 National Conference. The workshop provides information about Regional Conferences 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 Conference host Chapters and lectures from event planning professionals.

At the 2010, 2011 and 2012 National Conference, the vice president of Regional Activities (Conferences) focused on the timeline to plan a Regional Conference. Past coordinators also spoke on a panel to answer questions from the audience. Regional Conference coordinators were given time to announce their Regional Conference 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 Conferences Workshop

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

Future of Regional Conferences Workshop

- Expand the session to discuss Chapter events in general and highlight how Regional Conferences may help increase attendance and Regional Conference promotion.
- Show a slideshow from past events to generate interest and excitement.
- Promote Workshop as opportunity for those that are interested in hosting a Regional Conference in the future as well as current hosts.

Regional Conference Planning and Implementation

After National Conference, the vice president of Regional Conferences 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 emails Regional Conference coordinators periodically to check in. Often, coordinators must submit communication plans or progress reports to the vice president. In 2010-2011 and in 2011-2012, the vice president and coordinators communicated via Wiggio.com.

The vice president assigns a National Committee member to attend each Regional Conference. Each National Committee member must attend one event, with extra events being the responsibility of the vice president.

Challenges of Regional Conferences

- 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 their nearest Conference.
- Creating a strategic promotional plan to attract many attendees.

Future of Regional Conferences

- 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 Conferences nationally, such as the PRSSA Facebook fan page.
- Establish the benefit of hosting a Regional Conference as opposed to other Chapter events.
- Secure a national sponsor for all Regional Conferences.
- Work with international Chapters to plan a Regional Conference.

Co-Hosted Regional Conferences

Chapters can collaborate to bid, plan and present a Regional Conference 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. Chapters should know that they have the option to co-host, but are not required to.

Challenges of Co-Hosting Regional Conferences

- 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.
- 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 the event.

Future of Co-Hosting a Regional Conference

- 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.

National Initiatives

Beginning in 2010–2011, national initiatives besides diversity became a required part of the Regional Conference programming. Hosting Chapters can choose between inviting high school students to attend their event, incorporating charitable causes into the programming and/or including international elements.

Timeline

March–May

- Shadow current vice president. Prepare upcoming year's platform and goals.
- Review and edit Regional Conference Handbook.

June–July

- Attend National Committee retreat in early June.
- Review surveys of 2011 Regional Conferences to identify any significant problems/successes.
- Identify underrepresented areas for promotional plan.
- Personally contact past and potential Regional Conference host Chapters.
- Finalize handbook, bid form and promotional flier for August Chapter mailing.
- Collaborate with other National Committee members to plan for the year.

August–September

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

October

- Provide coordinators information on updating the Regional Conferences site and event pages.
- Create Regional Conference 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 Conferences 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

- Execute Regional Conferences.
- Attend 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*, as well as the PRSSA Blog. Responsibilities for this position also include recording the minutes at all National Committee meetings, preparing the *FORUM* web edition and managing the in-house *FORUM* publishing team.

Current Programs

FORUM

Content

FORUM is a tangible product of PRSSA National that can make it to the hands of every member, therefore, it provides essential opportunities for the organization to communicate its programs, events and services to all members across the nation. The *FORUM* Editor in Chief is responsible for developing a wide variety of article topics that are written by a diverse body of people including Chapter members, National Committee members, PRSA representatives and industry professionals. Content is most helpful and interesting to Chapter members when it directly applies to their lives and activities in PRSSA, university programs or the professional world. To ensure all articles are interesting and relevant to members, the editor in chief should research with members, set word limits on articles between 300-600 words and develop photo assignments for every article.

Design

A cohesive, consistent and visually appealing design is imperative to continue increasing the readership of *FORUM*. In 2011, a total redesign of the *FORUM* templates was implemented in order to sustain a modern, consistent design for several years to come. The new templates use Adobe InDesign and have incorporated PRSSA branding guidelines with new styles for the nameplate, masthead, bylines, folios, captions, teasers and opinion pages. Visuals and infographics are also important in *FORUM*'s success because they retain reader attention throughout the issue. For this reason the editor in chief should aim to incorporate two or more infographics in each issue.

Web Edition

The *FORUM* web edition is growing in popularity among members. The web edition features all content of the print edition, but can also be expanded to include online exclusive content. To continue the success of the *FORUM* web edition, all articles should be edited for the web — optimizing SEO, incorporating photos and linking to relevant pages on the PRSSA website and to external resources. Another important aspect of *FORUM* online is the e-reader edition that is available through the PRSSA website and the *FORUM* web edition pages. Currently, the flipable print version is embedded using a free digital publishing platform, Issuu.

The editor in chief should collaborate with the Vice President of Public Relations to promote the *FORUM* web edition and increase readership by leveraging social media outlets. Success can be measured by monitoring the analytics of *FORUM* online. Both the web and e-reader editions will continue to grow in importance as PRSSA members begin to consume more media using mobile, tablets and computers.

Distribution

A major challenge facing the print edition of *FORUM* is ensuring that each of PRSSA's more than 10,000 members receives their copy of *FORUM*. Currently, *FORUM* is mailed to each Chapter's Faculty Adviser and then the distribution process is left up to the Adviser and Chapter leaders. This allows each Chapter to distribute *FORUM* in a way that works best for their structure; however, it also makes the process unclear and difficult. A *FORUM* Distribution Guide was created in 2011 to ease this process and assist Chapter leaders in distributing each issue to all members. Future editor in chiefs should examine this document and determine if any improvements can be made.

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 and others. National Headquarters must approve all ads. Though the *FORUM* editorial board may actively solicit advertising, it is not mandatory to do so.

Staffing

The editor in chief is responsible for organizing a publishing team at his/her local Chapter. In the past, positions have included a managing editor, copy editor, design editor, web editor, photography editor and advertising manager, but the team can be truncated or expanded at the editor in chief's discretion.

PRSSA Blog

Content

Similar to *FORUM*, the PRSSA Blog is an outlet to provide commentary on behalf of the organization on recent trends and issues facing students and the profession. Engaging with members and potential members online, the PRSSA Blog provides an extension of the PRSSA social network with career advice, industry news and Chapter development in formats longer than other social media platforms. Blog posts are frequently written by Chapter members, National Committee members, PRSA representatives and industry professionals. Readership has increased significantly by incorporating various formats of content in the blog like infographics, podcasts, videos and how-to's. The editor in chief can use member research, conversation on social media pages and blog analytics to discern what topics and formats should be addressed on the blog. Another important aspect of the blog is using consistent, SEO-relevant tags and categories for each blog post, to ensure the blog is top ranked in search engines. The ultimate goal is to have two or more posts each week to ensure consistent traffic to the blog.

Redesign

Currently, the 2011-2012 *FORUM* Editor in Chief is collaborating with National Headquarters and the National Committee to redesign the format of the PRSSA Blog. The redesign will reflect the new PRSSA brand and the style of the new PRSSA website that was updated in 2011. Additionally, the new design will incorporate more social elements including links to PRSSA's Twitter and Facebook pages. In addition to design, the PRSSA Blog will also be officially named with a publication title. The new design and title should be implemented by the conclusion of the 2011-2012 term; however, the successor will have to follow through the implementation and ensure success of the new blog design.

Editorial Calendar

The editor in chief produces an editorial calendar for *FORUM* at the beginning of his/her term that is approved by National Headquarters. The blog should also have a monthly editorial calendar but also remain flexible to remain on top of current industry trends and news. The editor in chief may ask any PRSSA or PRSA member in good standing to write an article for *FORUM* or the PRSSA Blog. The editor in chief also assists the vice president of public relations to create the PRSSA Annual Report.

Past Programs

Social Media

Previously 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 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 develop and maintain a content strategy for *FORUM* and the blog that focuses on the key tactics the editor in chief can implement to improve both outlets. Both the *FORUM* web and e-reader editions will continue to grow in importance as PRSSA members begin to consume more media using mobiles, tablets and computers. As social sharing features become more prominent on the web, it is reasonable to consider ways to improve sharing of posts *FORUM* and the PRSSA Blog.

The editor in chief should monitor weekly and monthly analytic reports for *FORUM* and the blog. For the 2012-2013 year, it is reasonable to increase visitors, page views and comments by 10 percent when compared to 2011-2012. 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.

As young adults' media preferences continue to shift with new, younger members and considering the difficulties distributing each issue to all members, PRSSA is evaluating the cost effectiveness of *FORUM* as a program of PRSSA. It is appropriate to determine if this investment of members' dues is reaching them effectively, or if the funds could be apportioned in a different way. Depending upon the results of this evaluation, there are many possibilities for *FORUM* that will be weighed and decided on by the National Committee. Based on the evaluation of *FORUM*, this could include reducing the number of print issues, publishing solely online, increasing the number of online editions and several other avenues. A decision on the future format of *FORUM* will be reached by the conclusion of the 2011-2012 term. While the future of the print edition remains to be determined, it is appropriate that *FORUM* as a news outlet for PRSSA will remain in some form.

Timeline

June

- Determine meeting schedule with *FORUM* staff and train staff members in each position
- Review *FORUM* design templates and discuss style, consistency and strategy with design editor
- Collaborate with National Committee to plan coverage of National programs and initiatives for the year
- Assign *FORUM* and blog reporter(s) to the Leadership Rally
- Solicit *FORUM* articles and blog posts and plan visuals accordingly
- Begin contacting sponsors for *FORUM* advertising.
- Attend National Committee retreat in Scottsdale, Ariz.

July

- Continue to develop and publish content for the PRSSA Blog
- Edit *FORUM* articles and begin approval process with National Headquarters
- Begin *FORUM* layout
- Design *FORUM* advertisements (if needed)

August

- Continue to develop and publish content for the PRSSA Blog
- Finalize all *FORUM* content in early August and send to National Headquarters for review
- Update and revise *FORUM* Distribution Guide (if needed)
- Send *FORUM* to printer – to be mailed to Chapters in late August
- Update the *FORUM* web edition
- Embed *FORUM* print edition on the PRSSA website using Issuu

September

- Continue to develop and publish content for the PRSSA Blog
- National Committee reminds region Presidents to distribute *FORUM* and promote *FORUM* web edition
- Assign *FORUM* articles and plan visuals accordingly
- Assign *FORUM* and blog reporters to National Conference
- Confirm any advertisements for winter issue of *FORUM*, design graphics as needed

October

- Continue to develop and publish content for the PRSSA Blog
- Edit *FORUM* content, laying out as much content as possible before Conference
- Attend National Conference and manage a reporting team for live blogging
- Receive and edit all *FORUM* National Conference articles and photos

November

- Continue to develop and publish content for the PRSSA Blog
- Finalize all *FORUM* content and send to National Headquarters for review

December

- Continue to develop and publish content for the PRSSA Blog
- Send *FORUM* to printer – to be mailed to Chapters in early January
- Update the *FORUM* web edition

- Embed *FORUM* print edition on the PRSSA website using Issuu

January

- Continue to develop and publish content for the PRSSA Blog
- National Committee reminds region Presidents to distribute *FORUM* and promote *FORUM* web edition
- Assign *FORUM* articles and plan visuals accordingly
- Encourage potential successors to bid for *FORUM* Editor in Chief.

February

- Continue to develop and publish content for the PRSSA Blog
- Assign *FORUM* and blog reporters to National Assembly
- Edit *FORUM* content, laying out as much content as possible before National Assembly
- Confirm any advertisements for winter issue of *FORUM*, design graphics as needed

March

- Continue to develop and publish content for the PRSSA Blog
- Attend National Assembly and manage a reporting team for live blogging
- Receive, edit and layout all *FORUM* National Assembly articles and photos
- Finalize all *FORUM* content and send to National Headquarters for review
- Send *FORUM* to printer – to be mailed to Chapters in late March/ early April
- Update the *FORUM* web edition
- Embed *FORUM* print edition on the PRSSA website using Issuu

April

- Continue to develop and publish content for the PRSSA Blog
- National Committee reminds region Presidents to distribute *FORUM* and promote *FORUM* web edition
- Assist vice president of public relations with layout and editing of the annual report
- Begin transitioning and preparing successor and future publishing team.

May

- Continue to develop and publish content for the PRSSA Blog
- Train successor in content management systems and *FORUM* design
- Provide suggestions on how to improve *FORUM* and the PRSSA Blog

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. Two liaisons may share the position.

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 Conferences 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's duties frequently expands 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.

Adam Aisner, 2011-2012 National President

This year, PRSSA has seen tremendous success and growth. PRSSA membership has grown to more than 10,600 members with more than 320 Chapters nationwide. In addition, the Society has one international Chapter, located in Argentina. The above statistics proves that membership is always on the rise within our Society. But while membership numbers increase, there are still Chapters that fall behind for various reasons. It is up to the National Committee to assist those Chapters in need to ensure that charter revocation does not happen. To ensure continuous growth of our Society, the National Committee must assume responsibility in strengthening the Society from within. By focusing on Chapters and preventing charter revocation, the Society can continue to grow from a solid foundation.

During the 2011-2012 term, the National Committee worked hard to streamline communication, making everything easily accessible to the membership. In the future, PRSSA should ensure that all communication channels remain constant, fresh and relevant to the student membership. In addition, the leadership should make sure that a well-planned strategy is formed before communicating with the membership. By streamlining communication and focusing the strategy, PRSSA members will find information easily accessible and get the most out of their membership.

PRSSA is designed to prepare students for entry into the profession. This should be a constant goal of the National Committee, ensuring that our members are prepared to succeed in the professional world. While PRSSA and PRSA have a great working relationship on various levels, there is always room for improvement. Next year, the PRSSA National Committee should work more with the New Professionals Section and PRSSA Headquarters to promote PRSA Associate Membership more heavily. The National Committee will continue to educate members about the process of transitioning into the professional world.

Lastly, an attention to ethics *must* remain constant and at the forefront of the Society. Public relations is an industry built on trust and morals. Members should be educated about the importance of ethics to our Society and how it can make or break the profession at any given time. The key to learning ethics with the Society is to engage in constant discussion and to help them learn the process of ethical decision-making. By the time members graduate from their colleges/universities, they should be well-versed in the PRSA Code of Ethics and should be able to make intelligent decisions on the job.

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.