

Chapter Handbook 2011-2012

PRSSA Public Relations
Student Society
of America



August 2011

Dear Chapter Presidents:

It is with great pride and enthusiasm that I welcome you to the 2011-2012 academic school year and present you with this year's Chapter Handbook. This handbook holds the key to your Chapter's success. No matter how small or large your Chapter is, this handbook can help you take strategic steps toward achieving your goals.

Throughout the years, leaders of our organization have worked tirelessly to shape students into creative and strategic leaders. This year, it is our turn. This handbook exists as a tool for your Chapters. You may use this tool to set goals for or help solve challenges within your Chapter. It can also be used to learn about our Society, all of its member benefits and can help you develop Chapter programming. Using this resource, we can create stronger Chapters that constantly further professional development and shape industry leaders.

As we start our journey this year, we will all experience a learning curve that teaches us that the joys of being a leader often come from both the achievements and challenges that we often face. To that end, this handbook gives you wonderful resources right at your fingertips for every situation. Through the use of this handbook, it is my hope that you will solve challenges, implement ideas from the best practices section and involve your Chapter with national initiatives. This handbook is a resource for you, as are my colleagues on the National Committee. All of us are dedicated and honored to serve your Chapter and we encourage you to reach out to us whenever needed.

Teamwork makes the dream work. In this industry, I stand by that assertion and as leaders, we must encourage our members to work together to strategically advance our Society. This handbook is a means of working together; it is a collaborative effort that gives you best practices from around the country and empowers your Chapter to achieve excellence. This process, however, is two-fold. Remember that being a leader means sharing our wisdom and success. This year, please share your stories and best practices with the Society using the resources that are available to you as members.

I wish you all the best and I look forward to seeing your success and accomplishments! Good luck this year, together we will explore the opportunities that await us.

In advocacy,

A handwritten signature in black ink, which appears to read "Adam J. Aisner". The signature is stylized and fluid, with a large initial "A" and a long, sweeping underline.

Adam Joseph Aisner
PRSSA 2011-2012 National President

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PRSSA Background

PRSSA Statement of Purpose

In 1968, 20 years after its own establishment, the Public Relations Society of America (PRSA) founded the Public Relations Student Society of America (PRSSA). The declared purpose of PRSSA is to cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners. The student Society aims to foster the following:

- Understanding of current theories and procedures of the profession.
- Encouraging the highest ideals and principles.
- Instilling a professional attitude.
- Encouraging Section, Associate and eventually Accredited PRSA membership.

The PRSA Board of Directors is responsible for accepting new PRSSA charters, but the PRSSA National Assembly, composed of student representatives, is PRSSA's primary governing body. The Assembly elects a National Committee that is responsible for managing the business and affairs of PRSSA. Both operate within the powers granted them by PRSSA Bylaws, Policies and Procedures. The PRSA board appoints at least one PRSSA liaison each year.

PRSSA Mission Statement

- To serve its members by enhancing their knowledge of public relations and providing access to professional development opportunities.
- To serve the public relations profession by helping to develop highly qualified, well-prepared professionals.

Society Origins

The creation of a national student society was proposed to the PRSA Assembly April 5, 1967. Delegates asked the Board of Directors to refer the matter to the National Education Committee, which then presented a position paper prepared by Dr. Frederick Teahan to Assembly delegates on Nov. 11, 1967, in Philadelphia. It was approved unanimously. PRSSA was created the following day by the board, J. Carroll Bateman presiding. In 1968, under President Edward P. VonderHaar, the board created 14 PRSSA Chapters. On April 4, 1968, nine Chapters were chartered: University of Florida, University of Houston, University of Maryland, The Ohio State University, San Jose State University, University of Southern California, University of Texas at Austin, Utica College and West Virginia University. Three additional Chapters – Central Missouri University, University of North Dakota and Syracuse University – were chartered on June 28, 1968.

Kent State University became the thirteenth Chapter on Sept. 13, 1968. Northern Illinois University was chartered on Nov. 17, 1968.

PRSSA 2011–2012 National Committee

The PRSSA National Committee is composed of the PRSSA National President, PRSSA Immediate Past President, seven vice presidents, *FORUM*® editor in chief, National Professional and Faculty Advisers, PRSA Board Liaison(s) and the PRSA vice president of education.

Delegates at the PRSSA National Assembly elect the President and seven vice presidents. The *FORUM* editor in chief is chosen by the previous year's National Committee. Students on the Committee serve a one-year term, June 1 to May 31 of the following year.

- Two or three public relations practitioners (one Professional Adviser and one or two Board Liaisons) and one educator (Faculty Adviser) serve as counselors to the student officers. These professionals vote on chartering new PRSSA Chapters and participate in ad hoc subcommittees at the request of the President. Each is a member of PRSA, and the Professional Adviser must be Accredited.

The vice president of education is a full-time staff administrator of PRSSA. In addition to advising the National Committee, the vice president performs all duties normally incident to the office of secretary. The vice president also maintains PRSSA National's records, conducts general correspondence and coordinates PRSSA membership services. The vice president's duties may be expanded by request of the National Committee or by the PRSA Board of Directors.

The National Committee manages PRSSA business and is a resource for Chapters and members. Below, you will find the names and contact information for the National Committee members. These are for your use as resources.

National President

Adam Aisner, Hawaii Pacific University
(808) 721-1628 – adam.aisner@gmail.com

The PRSSA National President is the principal administrative officer of the PRSSA National Committee. The President also serves as a liaison with PRSSA Advisers, the PRSA vice president of education and the PRSA Board of Directors. The President is an Associate member of PRSA while in office and serves as the official delegate of PRSSA to the National PRSA Assembly. Some of the more visible responsibilities of the President are the following:

- Organize and conduct National Committee and National Assembly meetings.
- Conduct National Conference.
- Organize and supervise PRSSA National subcommittees.
- Regulate Chapter probation and charter revocation.
- Advise and instruct National Committee members on policies of the student Society.
- Administer PRSSA Chapter and member award programs.
- Promote PRSA Associate Membership.

Immediate Past President

Nick Lucido, Michigan State University/Edelman Digital, Chicago
(586) 980-9570 – nicklucido@gmail.com

The PRSSA Immediate Past President shall perform all duties of the PRSSA National President if he/she is absent or unable to perform his or her duties. Specific duties include, but are not limited to, the following:

- Counsel the President.
- Work on special projects as assigned.
- Promote PRSA Associate Membership.

Vice President of Chapter Development

Kendall Schmidt, Texas State University
(512) 739-4609 – kendallschmidt@gmail.com

The role of the vice president of Chapter development is to oversee Chapter programming and leadership training. Specific duties include, but are not limited to, the following:

- Coordinate the Chapter Development Sessions at the PRSSA National Conference.
- Coordinate the leadership training sessions at the National Assembly.
- Manage National FUNdraising Bowl.
- Counsel Chapters on fundraising, community service projects and programming.

Vice President of Member Services

Vanessa Perkins, Utah Valley University
(801) 471-8076 – vanessaiperkins@gmail.com

The role of the vice president of member services is to oversee scholarships, awards, competitions and recruitment. Specific duties include, but are not limited to, the following:

- Promote scholarships, awards and competitions.
- Assist Chapters by providing recruitment tactics.
- Recruit new Chapters that will add to and strengthen the Society.
- Oversee the Affiliate program.

Vice President of Professional Development

Jessica Noonan, American University
(908) 399-7929 – jnoonan90@gmail.com

The role of the vice president of professional development is to develop and manage PRSSA/PRSA relations and New Professionals programs, and facilitate the growth and maintenance of Chapter student-run firms. Specific duties include, but are not limited to, the following:

- Strengthen each Chapter's relationship with its sponsoring PRSA Chapter.
- Strengthen each Chapter's relationship with its Professional Advisers.
- Supervise Chapter student-run firms.

Vice President of Public Relations
Lauren Gray, Western Carolina University
(704) 918-3089 – laurenkgray2@gmail.com

The role of the vice president of public relations is to promote and manage recognition of PRSSA as a credible, professional organization, and to manage the flow of information from PRSSA nationally to all its internal and external publics. Specific duties include, but are not limited to, the following:

- Issue press releases.
- Manage and promote PRSSA Style Guide and PRSSA Graphic Standards.
- Manage the PRSSA phone/email tree for national outreach to Chapters.
- Manage PRSSA social media.

Vice President of Internships/Job Services
Joseph Clarkson, Ohio Northern University
(814) 599-2332 – josephclarkson@gmail.com

The role of the vice president of internships/job services is to develop and promote national internship and job directories, services and programs. Specific duties include, but are not limited to, the following:

- Maintain Internship Center, PRSSA's official career directory.
- Promote Internship Center and PRSA's JobCenter benefits and career information to PRSSA members.
- Maintain and update the Career Manual.
- Build relationships with potential public relations employers to establish internship opportunities for PRSSA members.

Vice President of Regional Conferences
Haley Higgs, Georgia Southern University
(478) 290-6074 – haley.j.higgs@gmail.com

The role of the vice president of Regional Conferences is to address regional concerns and to aid in the strategic planning of Regional Conferences. Specific duties include, but are not limited to, the following:

- Act as an informational resource for members and Regional Conference committees.
- Encourage national networking.
- Promote Regional Conferences to Chapters across the nation.
- Formalize Regional Conferences procedures to make planning for Conferences consistent.

Vice President of Advocacy

Jonathan James Rochester, East Carolina University
(828) 381-5562 – rochesterj06@students.ecu.edu

The role of the vice president of advocacy is to serve as the official voice of ethics and diversity. Specific duties include, but are not limited to, the following:

- Promote the PRSSA Diversity Initiative.
- Address issues facing the public relations profession and local PRSSA Chapters.
- Manage the Public Relations Student International Coalition.
- Executes the annual High School Outreach initiative at National Conference.

FORUM Editor in Chief

Amy Bishop, Indiana University
(812) 725-3967 – amybish@indiana.edu

The editor in chief oversees all operations of *FORUM*, PRSSA’s tri-annual newspaper. Specific duties include, but are not limited to, the following:

- Oversee the operation and publication of *FORUM*.
- Manage in-house *FORUM* publishing team.
- Manage the PRSSA Blog.
- Record all minutes at National Committee meetings and conference calls.

<p><i>National Faculty Adviser</i> Bob “Pritch” Pritchard Instructor University of Oklahoma (405) 325-1793 rspritchard@gmail.com</p>	<p><i>National Professional Adviser</i> Sonja Popp-Stahly, APR Global Product Communications Eli Lilly and Company (317) 655-2993 spopp-stahly@lilly.com</p>
<p><i>PRSA Board Liaisons</i> Stephen D. Iseman, Ph.D., APR, Fellow PRSA Professor, Ohio Northern University s-iseman@onu.edu</p> <hr/> <p>Marisa Vallbona, APR, Fellow PRSA President, CIM Incorporated cim@cimincorporated.com</p>	<p><i>PRSSA Headquarters</i> Jeneen Garcia Vice President of Education, PRSA (212) 460-1466 jeneen.garcia@prsa.org</p>

Chapter Standards

Establishing PRSSA Chapters

A PRSSA Chapter may be established and maintained only at a college or university that offers baccalaureate degrees, is accredited by a nationally- or regionally-recognized accrediting association or board, offers a sequence of at least five courses in public relations and is supplemented by courses allied to this field of study. The five core courses recommended by the 2006 PRSA Commission on Public Relations Education are:

- Introduction to Public Relations
- Public Relations Writing
- Public Relations Research
- Public Relations Strategy and Implementation (e.g., Case Problems, Campaigns)
- Supervised Public Relations Experience (internship)

Other requirements for PRSSA charters include:

- A minimum of 10 potential members, at least one of whom must have satisfactorily completed a public relations course. A minimum of eight of the students must be at or below the junior level.
- Students petitioning for a PRSSA charter must elect a teacher of at least one public relations course at their college or university who is a PRSA member or Associate member as their proposed Faculty Adviser.
- The petitioning students must also elect one or two Professional Advisers, each a member of PRSA, at least one of whom shall be a member who has at least five years of professional public relations experience or is Accredited.
- The PRSA president and four additional members of the sponsoring PRSA Chapter must endorse applications.

PRSSA Minimum Chapter Standards

Many of the benefits of PRSSA membership exist at the Chapter level. The National Committee is committed to supporting the programs and activities of individual Chapters. It is imperative that each Chapter provides the maximum possible support and opportunities for each member. The National Committee has established the following minimum standards for Chapters:

- Each Chapter shall meet at least once during each month that school is in session. To promote attendance, PRSSA suggests a consistent date is set for each monthly meeting. A written summary of the meeting's activities shall be put in the Chapter's permanent files and passed on to the succeeding Chapter leadership.
- Each Chapter's group of officers shall meet at least four times annually. Written minutes of all board meetings shall be kept in the Chapter's permanent files and shall be passed on to the succeeding Chapter leadership.
- Each Chapter shall conduct annual development activities for the benefit of its members. Suggestions include résumé/portfolio critiques, internship panels and interviewing seminars.
- Each Chapter shall promote the PRSA New Professionals and Associate Membership.
- Each Chapter shall process annual dues promptly and correctly, and before the deadlines shall forward the monies and dues forms to PRSSA Headquarters.

- Each Chapter shall review its Bylaws at least once every three years to make certain that they meet the requirements of changing circumstances and that they conform with all the rules, regulations and PRSSA Bylaws, Policies and Procedures.
- The PRSSA National Committee shall notify any Chapter that fails to meet minimum standards that it is deficient and that remedial action is required.
- In order to provide for the orderly transfer of leadership responsibilities, records, membership rolls and bank accounts, each Chapter shall elect its new officers before April 15. Prior to the beginning of the new Chapter year, outgoing officers shall transfer to incoming officers all records, membership rolls, bank accounts and necessary orientation information.
- No Chapter may have local-only memberships; all Chapter members must be members of PRSSA National, as stated in the PRSSA Bylaws, Policies and Procedures.

Member and Chapter services are top priorities of PRSSA. The PRSA Board of Directors, upon the recommendation of the PRSSA National Committee, will withdraw the charter of any Chapter that consistently fails to meet minimum standards. For more information on the Committee's revocation policy, contact the National President, or see Article X, sections 1-4 of the PRSSA Bylaws.

If you feel that your Chapter is deficient in any of these categories, contact the National President, Adam Aisner — he will help you correct the situation.

Naming PRSSA Chapters

In accordance with PRSSA Bylaws, Article XII, Section 2, when a PRSSA Chapter wishes to change its name from that of its college or university, it must submit a written request to the PRSA Board of Directors. The request must contain detailed justification for the name change. Prior to board action, the PRSA vice president of education shall investigate pros and cons of the proposed change, consulting the National PRSSA Advisers, local PRSSA and PRSA Chapter Presidents, the PRSA Board Liaison(s) and the PRSSA National Committee. If the PRSSA Chapter wishes to change its name from that of its college or university to that of a person, the individual must be a living or deceased Accredited PRSA member. For formal or official operations, the PRSSA Chapter must include the name of their college or university as well as the namesake.

If a Chapter has already been named after a person, the Chapter may not change its name except when the person after whom the Chapter was named is either deceased or is no longer a member of PRSA. In the event of the death or the resignation from PRSA of that person, the following shall be the procedure should a Chapter wish to rename itself for another qualified person:

- Formal request for the name change must be submitted to the PRSA Board of Directors in accordance with the procedure described in paragraph one;
- If the board agrees, there shall be a two-year waiting period thereafter, during which the Chapter may either retain the name of the deceased or resigned PRSA member or revert to the name of its own college or university; and
- At the end of the two-year period, the PRSSA Chapter must reconfirm, via a letter to the board, its desire to make the name change.

Chapter Board and Adviser Job Descriptions

The National Committee recommends a Chapter executive board include, at minimum, a Chapter President, vice president, historian, secretary, treasurer and public relations director. A Chapter may create other positions or committees to suit its needs. Chapter officers' duties are outlined below:

Chapter President

- Motivate executive board and members through enthusiastic attitude toward PRSSA.
- Preside at all membership and executive board meetings.
- Appoint committees and advise chairs; advise members about Chapter activities.
- Delegate responsibilities of officers and committees.
- Direct overall operations of Chapter.
- Recommend and establish goals and objectives for the Chapter with the approval of the membership, Faculty and Professional Advisers.
- Assist the treasurer in collecting dues and provide an accurate dues form to PRSSA Headquarters by Nov. 1 and March 1.
- Stay in contact with the PRSSA National Committee.

Vice President

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Perform presidential duties if the president is absent or unable.
- Help the president coordinate and direct committee activities and Chapter operations.
- Perform duties as may be delegated by the president.
- Counsel the president by recommending goals, objectives, plans and programs.
- Coordinate and disseminate information about PRSA New Professionals and Associate Membership for graduating PRSSA members.

Secretary

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Prepare agendas with assistance by the president; handle Chapter correspondence.
- Record and distribute the minutes of all executive board and membership meetings.
- Maintain a record of Chapter members with school and permanent home addresses.
- Keep the Chapter's charter, other permanent documents and Chapter Handbook.
- Notify PRSSA Headquarters and PRSA sponsor Chapters of changes in Chapter leaders through the Chapter Officer Form at the end of the academic year (available at www.prssa.org).

Treasurer

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Work with the president in preparing the annual budget.
- Collect Chapter and national dues, with the assistance of the president, and completely and accurately prepare the PRSSA dues form.
- Provide financial reports periodically to the Chapter membership.
- Collect fees for any Chapter special events and fundraisers.
- Disburse Chapter funds with proper approval.
- Provide safekeeping for all Chapter funds and keep accurate financial records.

Public Relations Director

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Produce the Chapter newsletter on a regular basis throughout the school year.
- Produce or oversee the Chapter website.
- Produce or oversee Chapter news on the national website, www.prssa.org.
- Post announcements for Chapter meetings throughout campus.
- Coordinate Chapter press releases, feature articles, advertising and brochures.
- Handle all campus and area press issues.
- Promote recruitment and retention with brochures, fliers and other tactics.

Historian

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Maintain and record history of Chapter for accurate record keeping from year to year.
- Coordinate photography for the Chapter, the Chapter's scrapbook and press releases.

Faculty Adviser

The Faculty Adviser is the official link between the student Chapter and the sponsoring PRSA Chapter. The Faculty Adviser must be the following:

- A full-time teacher of at least one, but not all, of the public relations courses offered.
- A member or Associate member of PRSA.
- Recognized as the official faculty representative to the PRSSA Chapter.

Elected annually by Chapter members, the Faculty Adviser carries out several vital functions for the success of the PRSSA Chapter. Some responsibilities include:

- Set a tone of professionalism for the Chapter, its officers and members.
- Motivate members through example and counsel to be active members of PRSSA.
- Stress that PRSSA is a national organization; it is the affiliate of PRSA, the world's largest organization of public relations professionals.
- Stress that a PRSSA Chapter is not a "club."
- Represent the Chapter in the sponsoring academic department.
- Explain the objectives of PRSSA to other faculty members.
- Obtain the support of faculty and other college or university officials in decision-making positions on behalf of PRSSA and of public relations as a "teachable" profession.
- Communicate department messages to Chapter members and sponsoring PRSA Chapter.
- Continue communication with the sponsoring PRSA Chapter, particularly with the PRSA member who has been designated as the PRSSA Chapter's Professional Adviser, to encourage an active, productive relationship between the PRSSA and PRSA Chapters.
- Meet with the Professional Adviser, PRSSA and PRSA Chapter Presidents early in the academic year to establish objectives for the PRSA/PRSSA relationship.

For more information on the role of the Chapter Faculty Adviser, contact the National Faculty Adviser, Bob "Pritch" Pritchard, APR, Fellow PRSA at (405) 325-1793 or rspritchard@gmail.com.

Professional Adviser

Each PRSSA Chapter elects annually one or two Professional Advisers, to serve as its connection to its sponsoring PRSA Chapter. The Professional Adviser must be Accredited or have at least five years of professional public relations experience. Associate members of PRSA do not qualify for this position.

Professional Advisers are usually the most visible role models of the public relations profession. The following are some of the distinct responsibilities of a Professional Adviser:

- Demonstrate that the practice of public relations is an ethical profession.
- Show that the professional practitioner is genuinely interested in and concerned about events that affect the community, the nation and the world.
- The Professional Adviser is accountable to the Chapter President and board of his or her PRSA Chapter, and should report to the board at least twice a year.

To establish annual objectives for the team of Professional and Faculty Advisers and the sponsoring PRSA Chapter, a meeting with the Professional Adviser, Faculty Adviser, PRSSA and PRSA Chapter Presidents is recommended. The PRSA Chapter President's Handbook lists the following responsibilities for Professional Advisers:

- Assisting in the scheduling of PRSA members to discuss case histories and problems at PRSSA meetings and in classrooms.
- Inviting students and Faculty Advisers to attend meetings of the sponsoring Chapter.
- Being available to individual students for counsel about career questions, including job-seeking, résumé writing and interview techniques.
- Arranging one-on-one contact between PRSA and PRSSA members.
- Involving PRSSA members and their Faculty Adviser in PRSA Chapter activities, such as seminars, public service programs, publications and conferences.
- Arranging field trips to public relations departments, counseling firms and media.
- Conducting internship programs.
- Establishing means to identify entry-level jobs in public relations so that seniors and graduates can follow up with résumés and requests for interviews.

For more information on the role of the Chapter Professional Adviser, contact National Professional Adviser, Sonja Popp-Stahly, APR, at (317) 655-2993, spopp-stahly@lilly.com.

Reasons to Be a PRSSA Member

Leadership

- **National Committee** — The National Committee manages PRSSA business and affairs and is a resource for Chapters and members with special projects or problems.
- **Chapter Leadership** — Leading a PRSSA Chapter by serving as Chapter President or as an executive board member teaches essential leadership skills, project management, campaign and event execution and teamwork. These skills translate well in the professional setting and help enhance membership experience.
- **Subcommittees** — Several vice presidents on the National Committee work with subcommittees who assist with initiatives throughout the year. They will solicit member involvement when needed.

- **National Conference Committee** — Plans, organizes and executes all aspects of the PRSSA National Conference.
- **Community Service Initiative** — Community service programs are traditionally part of National Conference and/or National Assembly, conducted by the vice president of Chapter development. In the past, the vice president helped organize events that benefitted hospitals, food banks and other nonprofit establishments in the event area.
- **Diversity Initiative** — PRSSA supports diversity and encourages its Chapters to recruit and retain a diverse membership and leadership that represents the demographic composition at their college or university. Each PRSSA Chapter across the nation should evaluate and consider ways it can support the PRSSA policy on diversity.
- **International Coalition** — The Public Relations Student International Coalition (PRSIC) website holds the mission to educate, share knowledge and create awareness of the expanding scope of public relations among public relations students worldwide.

Member Benefits

- **Networking** — The declared purpose of PRSSA is to cultivate a favorable and mutually advantageous relationship between students and public relations professionals.
- **PRSA Relationship Building** — Each PRSSA Chapter has a PRSA sponsor Chapter. PRSSA members should cultivate a relationship with this Chapter.
- **Scholarships and Awards** — PRSSA, the Champions for PRSSA and the PRSA Foundation award nearly \$30,000 through scholarship and awards programs annually.
- **Dr. F. H. Teahan National Chapter Awards** — In an effort to recognize the achievements of PRSSA Chapters and Advisers, awards are presented for Outstanding Chapter, Chapter Firm, Chapter Development, PRSA/PRSSA Relationship, Faculty Adviser, Professional Adviser, Chapter Newsletter, Chapter Website, Diversity, Community Service, University Service and Regional Conference. Sponsored by the Champions for PRSSA.
- **PRSSA Website** — The PRSSA National website links the National Committee and Chapters. This resource-rich site guides visitors through the Society's history and programs, and makes available almost every document mailed to Chapters. The site provides professional development resources, internship listings, Society news, links to other public relations resources and contact information for PRSSA Chapters.
- **PRSSA Internship Center** (<http://www.prssa.org/internships/>) — PRSSA's online career resource center is a benefit for dues-paying members. The database contains internship postings from across the country for both members and employers to explore. Internship Center also contains resources about résumé and cover letter writing, portfolio assembly, interviews, networking, job search strategies and careers in public relations.
- **PRSA Jobcenter** (www.prssa.org/jobcenter) — PRSSA members may access the PRSA Jobcenter, which provides job listings, career advice and tools to tailor job searches.
- **MyPRSA** — Launched as a resource for PRSA and PRSSA members to update their information with Headquarters staff and receive access to a database of industry specific articles and award-winning public relations case studies.

- **Code of Ethics/Conduct** – I pledge: To conduct myself professionally, with truth, accuracy, fairness and responsibility to the public, fellow members and to the Society; to improve my individual competence and advance the knowledge and proficiency of the field of public relations; and to adhere to the articles of the Member Code of Ethics/Conduct by the PRSSA National Committee.
- **National FUNdraising Bowl** – From January to April, Chapters compete in the National FUNdraising Bowl. Winners are drawn randomly from each month’s submissions. In May, the four monthly winners enter into a drawing to determine the National FUNdraising Bowl Champion of the Year.

Events

- **Travel Opportunities** – PRSSA members have the opportunity to travel across the country to participate in professional and leadership programs. Recent destinations have included Seattle, San Diego, New Orleans, Philadelphia, Detroit, Washington D.C., Seattle and Nashville.
- **PRSSA National Conference** – The PRSSA National Conference is the largest annual gathering of public relations students. This event offers an excellent opportunity for public relations and communications majors to interact and forge relationships. The Conference, which takes place each fall, brings students from around the nation to assemble for five days of workshops, networking opportunities, social events, a career exhibition and more. PRSA and PRSSA hold their Conferences concurrently to facilitate networking between the student and professional societies.
- **National Assembly** – During this spring event, delegates convene to vote on any proposed changes to the PRSSA Bylaws, Policies and Procedures and to elect the incoming National Committee. The National Assembly also serves as a learning opportunity for Chapter leaders. One voting delegate from each Chapter, in addition to other Chapter leaders who are interested in leadership training, attend this event.
- **Regional Conferences** – Regional Conferences are a great way to meet students and professionals who live nearby or to learn about public relations while visiting a different part of the country. These events occur over a weekend in the spring and consist of one to three days of workshops and social events. In addition to providing the attendees with an exciting way to obtain professional development, Regional Conferences offer host Chapters the opportunity to plan a national event.
- **Leadership Rally** – The Leadership Rally gathers PRSSA Chapter Presidents in Scottsdale, Ariz., in early June for three days of workshops and activities designed to help them guide their Chapter in the upcoming year. Attendees network with members from like-sized Chapters and brainstorm solutions to challenges, ideas for successful programs and how to be a knowledgeable, dependable resource for their members.

Publications and Communications

- **Blog** – The PRSSA Blog allows immediate, topical discussions of news items posted by the content managers. PRSSA may also post news pertaining to annual events, activities and initiatives; however, this is not the primary purpose of the blog.
- **PRSSA Situation Analysis** – An online document published by the PRSSA National Committee that describes the history of the organization and its national leadership roles. The outlined goals at the end of the Situation Analysis will lead successive leaders toward one vision and ensure the Society’s growth and success.

- **PRSSA Style Guide and Graphic Standards Manual** — These manuals are to be used by Chapters to reference PRSSA-specific terms and how to use the PRSSA logo, tagline and other design elements.
- **FORUM**— The PRSSA newspaper is published three times per academic year. *FORUM* offers Society news, guides for student involvement, tips on job hunting and an overview of the profession. Contributors to *FORUM* are offered the opportunity to enhance their writing.
- **Issues and Trends** — Daily professional e-news compiled by PRSA, its Advocacy Committee and the Professional Resource Center. This service reports on industry trends, advocacy and other issues affecting the profession and the professional. PRSA's Professional Resources Center staff reviews dozens of websites, news, business and trade publications, handpicking the most relevant stories of the day.
- **Public Relations Tactics**— The monthly PRSA newspaper provides information to PRSSA Chapters during the academic year. A winner of more than 15 awards over the past 10 years, *Tactics* is a timely source of current public relations news.
- **Biweekly Update** — The Biweekly Update provides information via email every two weeks during the academic year to all members. Each Biweekly Update includes information about events and PRSSA news.
- **Chapter News** — Gives national recognition to PRSSA Chapters by providing an opportunity for Chapters to share their upcoming events, accomplishments, leadership and viewpoints with other Chapters and the public via the national website.
- **Mailings** — PRSSA Headquarters sends materials to Chapter Faculty Advisers every two months. Includes information regarding upcoming programs and events.
- **PRSSA-Talk** — A mailing list that engages members in discussions via email about the public relations profession and PRSSA's many programs.

Experience

- **Bateman Case Study Competition** — An annual competition that gives students an opportunity to prepare and implement a wide-scale campaign for a client.
- **Day-Of Competition** — This event, held at National Assembly, allows students to engage in a timed, hands-on public relations competition with other PRSSA members. Participants develop and present a communications plan for a client.
- **Student-Run Firms** — A PRSSA student-run firm is an operational public relations firm established and managed by PRSSA students. It is one of PRSSA's paramount resources. Firms provide an opportunity for students to experience every attribute of the hands-on expertise of business-client relationships.
- **Chapter Development Sessions** — Eight sessions take place at the beginning of National Conference. Presenting schools have the opportunity to show their peers best practices in fundraising, alumni relations, business etiquette and more through creative presentations.
- **PRSSA/PRSA Relationship Month** — PRSSA Chapters and their sponsoring PRSA Chapter participate together by planning a meeting and/or social event during Relationship Month (October), enabling Chapter members to develop professional relationships, discuss various issues within both PRSA and PRSSA Chapters and share ideas.

- **PRSA Ethics Month** - September is PRSA ethics month. PRSSA Chapters are encouraged to plan at least one meeting centered around ethics. Teaching ethics is essential growth and leadership. Securing guest speakers and discussing case studies are excellent ways to start learning about ethics.
- **PRSA Associate Membership** – PRSSA graduates may jump-start their careers by becoming PRSA Associate members for only \$60. PRSSA members may join at the PRSSA rate up to five months before, and no later than two years after, graduation.
- **Professional Development** – The declared mission of PRSSA is to serve its members by enhancing their knowledge of public relations and providing access to professional development opportunities, and to serve the public relations profession by helping to develop highly qualified, well-prepared professionals.

Benefits of PRSSA

Competitions, Scholarships and Awards

PRSSA is well known for its case study competitions, scholarships and awards. Information and application materials are online and should be made available to all PRSSA members. See the PRSSA website for details about all of these competitions, scholarship and awards.

Individual

PRSA Health Academy Grant

Deadline: Aug. 23, 2011

Award: Free Registration to PRSSA National Conference

This grant pays the registration fees for a student to attend the National Conference and is open to PRSSA members who are interested in health care public relations. Recipient is invited to the Health Academy session at the PRSA International Conference, allowing them to meet Section members and other professionals in the industry.

PRSA Public Affairs & Government Section Grant

Deadline: Aug. 23, 2011

Award: Free Registration to PRSSA National Conference

This grant pays the registration fees for a student to attend the National Conference and is open to PRSSA members who are interested in government public relations. Recipient is invited to the Public Affairs & Government Section session at the PRSA International Conference, allowing them to meet Section members and professionals in the industry.

Altschul Champions for PRSSA Outstanding Internship Award

Deadline: Sept. 12, 2011

Award: \$300 and Certificate

This award honors a PRSSA member who has achieved outstanding success in a public relations internship, academic excellence in public relations and strong performance in the field. The award, presented at the PRSSA National Conference, has been funded by b. j. Altschul, APR to the Champions for PRSSA.

Daniel J. Edelman/PRSSA Award for Outstanding Public Relations Students

Deadline: TBD

Stipend: \$1,500

Established in 1990 in honor of Daniel J. Edelman, this award reminds students that hard work, dedication and leadership result in success. Applicants submit a portfolio of public relations work and no more than two letters of recommendation. Winners receive a cash prize and three-month paid internship in one of Edelman's U.S. offices.

Gary Yoshimura Scholarship

Deadline: Jan. 30, 2012 Award: \$2,400

This scholarship was created in memory of Gary Yoshimura, a dedicated public relations leader. It is open to PRSSA members who demonstrate a financial need and meets other qualifications. It is awarded each year to the applicant who best exemplifies the qualities of a true professional, a dedication to the learning process, and a strong determination and commitment to pursuing a career in public relations.

The Betsy Plank/PRSSA Scholarship Program

Deadline: June 8, 2012 Awards: \$5,000

The Champions for PRSSA established the Betsy Plank/PRSSA Scholarships in 1989. This program is open to all PRSSA members enrolled in a program of undergraduate public relations study who are in their junior year or beginning their senior year. The scholarship recognizes academic achievement, demonstrated leadership, practical experience and commitment to public relations. Three scholarships are awarded annually.

Lawrence G. Foster Award for Excellence in Public Relations

Deadline: June 8, 2012 Award: \$1,500

To honor one of its most distinguished graduates, Lawrence Foster, the Pennsylvania State University's College of Communications and the PRSSA Penn State Chapter established the Lawrence G. Foster Award for Excellence in Public Relations. To apply, students must write an essay describing excellence in public relations and how they plan to achieve it. Applicants should address the ethical and work standards they'll adopt as professionals and list leadership qualities they believe are most important in public relations and why.

Stephen D. Pisinski Memorial Scholarship

Deadline: June 8, 2012 Award: \$1,500

The Stephen D. Pisinski Memorial Scholarship was established in 2002 and developed by Allison & Partners. Each fall, a scholarship is awarded to a PRSSA member who is a junior or senior with at least a 3.3 overall grade point average.

John D. Graham Scholarship

Deadline: June 15, 2012 First Place: \$3,000; Two Runners-Up: \$1,000 each

The PRSA Foundation offers a \$5,000 scholarship for high-potential college juniors or seniors who are enrolled in a journalism or public relations program, or taking courses to prepare for a career in public relations. The John D. Graham Scholarship is made possible by a donation to the Foundation from Fleishman-Hillard International Communications and honors John D. Graham, APR, Fellow PRSA, chairman of Fleishman-Hillard.

Marcia Silverman Scholarship

Deadline: June 15, 2012 Award: \$5,000

The Marcia Silverman Scholarship is open to communications students who are of African-American/Black, Hispanic/Latino, Asian, Native American, Alaskan Native or Pacific Islander ancestry. It is to assist and recognize young men and women for outstanding academic achievement and who have a commitment to enter the public relations profession. The candidate must have a minimum 3.0 grade point average.

Ron Culp Scholarship for Mentorship

Deadline: June 15, 2012 Award: \$1,000

The Ron Culp Scholarship for Mentorship is open to a student entering his or her senior year for their mentoring of others and his or her promotion of public relations as a career choice. The student must be nominated by a Faculty or Professional Adviser or a peer.

Hall of Fame Award

Deadline: June 8, 2012 Award: Plaques

The PRSSA Hall of Fame Award annually honors a PRSSA alumnus who has built a distinguished career in public relations and who continues to contribute to public relations education through PRSSA involvement. PRSSA or PRSA Chapters, PRSA Sections or the PRSA National Board may recommend candidates.

National Gold Key Award

Deadline: June 8, 2012 Awards: Plaques

The National Gold Key Award is the highest honor for PRSSA members. It recognizes students who demonstrate excellence in public relations and PRSSA leadership. PRSSA Chapters are invited to nominate qualifying members.

National President's Citation

Deadline: June 8, 2012 Awards: Certificates

The National President's Citation celebrates members who possess professional skills, a strong understanding of PRSSA, and Chapter or National leadership experience. Chapters may nominate all qualifying members, but only two members per Chapter may receive the award.

Chapter Awards

The Plank Center for Leadership in Public Relations Ethics Advocacy Award

Postponed until 2012

First Place: Chapter Award — \$1,000 Faculty Adviser — \$250

Second Place: Chapter Award — \$750 Faculty Adviser — \$150

Third Place: Chapter Award — \$500 Faculty Adviser — \$100

The Plank Center for Leadership in Public Relations was founded to promote ethical practice in public relations. As a part of that effort, the Center created the Ethics Advocacy Award to recognize PRSSA Chapters that implement programs to encourage ethical behavior.

Star Chapter Awards

June 8, 2012 Awards: Certificates

The Star Chapter Award, for which all Chapters are eligible annually, encourages Chapter leadership to provide programming and relationship building opportunities for students, and rewards them for achieving these goals.

Student-run Firm Awards

Deadline: September 12, 2011 Awards: Certificates

The Student-run Firm Awards recognize the top public relations work done by Nationally Affiliated Student-run Firms during the current academic year. Awards honor the best campaign and best tactic.

PRSSA Competitions

In addition to the competitions below, PRSSA periodically sponsors smaller competitions. Members are notified of these opportunities by email and on the PRSSA website.

Bateman Case Study Competition

Intent-to-Enter Form Deadline: Oct. 28, 2011

Entry Deadline: March 2012

First Place: \$2,500 and Trophy

Second Place: \$1,500 and Plaque

Third Place: \$1,000 and Plaque

The Bateman Case Study Competition lets students exercise the analytical skills and mature judgment public relations requires as they create and execute a campaign for a real client. The competition's name honors J. Carroll Bateman, a distinguished public relations pioneer and PRSA past president during whose tenure PRSSA was established.

Day-Of Competition

Deadline: PRSSA 2011 National Assembly

Awards: \$50 per winning team member

The Day-of Competition challenges students to create a public relations plan for a client on deadline at the PRSSA National Assembly. Each team presents its plan to a panel of professionals. Teams are evaluated on creativity, audience awareness and ethics.

Dr. F. H. Teahan Chapter Awards Program

This annual program recognizes outstanding achievements by Chapters and Advisers. The deadline for all Teahan entries is June 8, 2012. The Champions for PRSSA sponsors cash prizes totaling approximately \$4,000 for winning entries in the following 12 categories:

Outstanding Chapter

Award: \$500 and Plaque

The winner in this category will be outstanding in all areas, including fundraising, university and community service, alumni relationships, promoting PRSA Associate membership, good relationships with Faculty and Professional Advisers, internship outreach, student-run firm, diversity, active Chapter membership, and demonstrated local and national leadership. This winner cannot win another category in the same year except outstanding Faculty Adviser or Professional Adviser.

Chapter Firm

Award: \$400 and Plaque

This category recognizes the work of on-campus student-run firms associated with PRSSA. Judging criteria will include the performance and results achieved for clients and the management and operation of the firm in providing strong business and professional experience for its staff. Firms should also demonstrate a commitment to diversity in staffing, management and client selection, while following PRSSA endorsement standards.

Chapter Development

Award: \$300 and Plaque

This category recognizes Chapter improvement through activities like newsletters, membership drives, fundraisers, professional relationships, diversity and membership involvement. Chapters with fewer than 20 members or that have been chartered for no more than three years may apply.

Chapter Diversity

Award: \$300 and Plaque

This category recognizes outstanding commitment to diversity in the PRSSA Chapter. Chapters should embrace members regardless of race, culture, gender, religion, education, age, disability, marital status, socio-economic background or sexual orientation. Judging criteria will include activities performed to promote, generate awareness and encourage diversity within your Chapter.

PRSA/PRSSA Chapter Relationship

Award: \$300 and Plaque for PRSSA Chapter and Trophy for PRSA Chapter

This category recognizes strong relationships between PRSSA and PRSA Chapters. Judges will look for programs that encourage contact between members, joint events, PRSA support of the PRSSA Chapter, internships, professional advisory councils, shared resources and PRSA awards for PRSSA members. Such programs must be a joint effort. Entry must include a letter from the PRSA Chapter president or PRSSA Professional Adviser.

Community Service

Award: \$300 and Plaque

This category recognizes voluntary projects executed by a PRSSA Chapter to directly benefit the community, such as producing materials and events; conducting community public relations campaigns; and offering time, talent and services to the community.

University Service

Award: \$300 and Plaque

This category recognizes voluntary projects executed by a PRSSA Chapter to directly benefit the Chapter's college or university, such as producing materials and events; conducting college or university public relations campaigns; and offering talent and services to the college or university.

Chapter Newsletter

Award: \$200 and Plaque

This award category honors the outstanding PRSSA newsletter. Criteria include quality of writing, creativity, design and content. Newsworthiness, coverage of important issues (such as ethics or diversity), frequency of publication and scope of distribution will also be considered by judges. Samples of the newsletter should accompany the entry.

Chapter Website

Award: \$200 and Plaque

This category honors an outstanding PRSSA website. Criteria include creativity, design, content and overall appearance. Chapters should submit information on the steps taken to set up the website, and include the Internet address and hard copies of the website.

Regional Conference

Award: \$300 and Plaque

Each endorsed Regional Conference is judged on the overall benefit it gave to PRSSA members. Only Chapters that were selected to host a Regional Conference through the official bid process are eligible. To be declared a winner, a Conference must be judged superior in all areas.

Chapter Faculty Adviser

Award: \$200 for Chapter and Trophy for Adviser

This award is based on a Faculty Adviser's outstanding service to the local Chapter through dedication and creative Chapter guidance, effective student motivation, exceptional contributions to public relations education, supportive Chapter advocacy, and representation within the academic department and with the PRSA sponsoring Chapter and its members.

Chapter Professional Adviser

Award: \$200 for PRSSA Chapter and Trophy for Adviser

This award honors an outstanding Professional Adviser who encourages professional behavior, increases contact between professionals and students, promotes the PRSA New Professional and Associate Membership, advocates for students within the sponsoring PRSA Chapter and displays concern for the student Chapter.

How to Write a Winning Teahan Award Entry

When preparing your Chapter's entries, keep the following tips in mind:

- Be specific in your descriptions and highlight results. Example: If you fundraised \$200, explain what the money was used for.
- Point out what makes your Chapter unique in this category.
- Gather appropriate supportive materials, such as photographs, clippings and brochures.
- Follow the rules. Don't waste your work by missing deadlines or exceeding page limits.
- Remember to include a budget for entry preparation.
- Divide the work by delegating writing assignments and having one person compile.
- Apply even if your Chapter is small. The judges consider Chapter size and resources.
- Don't procrastinate. You have six months to prepare your entries. Use that time wisely.
- Proofread for typos, correct grammar and consistent style.
- Write concisely. Make the four pages count; do not waste space.
- Package your materials nicely. Make sure your binder, labels and paper are neat.

National Events

National Conference

The annual PRSSA National Conference is the Society's largest, most popular event. For five days, students from around the nation convene for professional development, training, networking and fun. Some of the standard events at National Conference are the following:

- Chapter Development Sessions
- Regional Conference and Student-run Firm Workshops
- PRSA General Sessions
- Career Development Exhibition
- Awards Ceremony and Dinner
- Evening Socials
- Professional Development Sessions
- Chapter Presidents' Event
- Opening Ceremony/Roll Call

The 2011 Conference will be at the Renaissance Orlando Hotel at SeaWorld, Oct. 14–18. For more information, visit www.prsa.org/conference or contact the National Conference Committee at prssanc2011@gmail.com. Deadline to register is September 12.

National Assembly

The PRSSA National Assembly is an annual meeting of Chapter representatives who elect national officers and vote on PRSSA Bylaws, Policies and Procedures. Each PRSSA Chapter sends one official delegate and as many other non-delegates as would like to attend. All attendees learn about national PRSSA programs and opportunities, leadership strategies and tactics, and Chapter programming and growth plans. To take full advantage of the leadership development and PRSSA training process, the National Committee suggests that Assembly participants be incoming Chapter officers (preferably sophomores or juniors).

Leadership Rally

At Leadership Rally, Chapter Presidents attend workshops to improve leadership skills and informational sessions about PRSSA member benefits, leadership and other topics. Chapter Presidents also spend time with others who manage Chapters of the same size to learn, share and brainstorm best practices, and network with others facing the same challenges and opportunities.

National Resources

PRSSA Website

The PRSSA website (www.prssa.org) is the information link between the National Committee and local Chapters. Members should turn to the site as their first source for PRSSA information, as most every document that is mailed to Chapters is published online.

Members can also access the Internship Center and PRSSA listservs through the website.

The PRSSA website is maintained by PRSSA Headquarters. All inquiries regarding the site should be directed to Jeneen Garcia, vice president of education, at jeneen.garcia@prsa.org.

PRSSA Listservs

PRSSA offers listservs to allow members and Advisers room to share best practices, challenges and successes. Listservs exist for Chapter presidents, firm directors, webmasters, Faculty Advisers and Professional Advisers (http://www.prssa.org/news/social_media/).

FORUM

FORUM, PRSSA's national newspaper, is mailed to Chapter Faculty Advisers in September, January and April. One copy is sent for each Chapter member. *FORUM* covers Society and profession news, tips about writing and job hunting, and other relevant topics. Thought one PRSSA Chapter produces *FORUM*, all PRSSA members are encouraged to write.

To bid to produce the newspaper, you must submit an intent-to-bid form and present a formal proposal to the National Committee at National Assembly. The Committee then chooses one Chapter to produce *FORUM* for the upcoming year and the *FORUM* Editor in Chief sits on the National Committee. For more information, contact Editor in Chief Amy Bishop at amylbish@indiana.edu.

Internship Center

Resources are available on the Internship Center and JobCenter to help students find an internship or job. The sites offer internship and job opportunities, directories, links, contacts and an online Career Manual. The Internship Center is password protected for members' use only. If you cannot find your Chapter code or have internship or job listings to add to Internship Center, contact Joseph Clarkson, vice president of internships/job services, at josephrclarkson@gmail.com.

National Mailings

Throughout the year, PRSSA mails information to Chapter Faculty Advisers. Information includes copies of award, scholarship and competition applications and general Society business.

PRSSA Headquarters also distributes information via email. The Biweekly Update has information from the National Committee regarding national programs, events and scholarships. As a Chapter leader, make sure your individual members receive these documents. You can submit or update your email through MyPRSA. If you are a current member of PRSSA, you can register for MyPRSA at www.prsa.org.

PRSSA Blog

The PRSSA Blog allows immediate, topical discussions of news. PRSSA may also post news about annual events, activities and initiatives; however, this is not the primary purpose of the Blog. If you would like to submit a post or suggest content, contact Amy Bishop, *FORUM* Editor in Chief, at amylbish@indiana.edu, who manages the Blog.

PRSSA Blog Guidelines

PRSSA respects the rights of those who use this tool. Comments posted on the Blog are not PRSSA sanctioned communications and should not be viewed as a statement or position of PRSSA. The PRSSA content managers monitor all comments.

PRSSA believes in the privacy of member and nonmember users of its website and is committed to the responsible use of any information provided online. PRSSA uses the information collected to improve the Society and the website. PRSSA does not use cookies to distribute information about users over the Internet or to analyze any information received through the site.

Bloggers are legally responsible for their commentary. Individual bloggers may be held personally liable for any commentary deemed to be defamatory, obscene, proprietary or libelous (whether pertaining to PRSSA, or any other individual or organization). Bloggers should exercise caution regarding exaggeration, colorful language, guesswork, obscenity, copyrighted materials, legal conclusions, and derogatory remarks or characterizations. In essence, blog at your own risk. Outside parties can pursue legal action against you.

PRSSA Facebook Pages

PRSSA National has a Facebook Fan Page and frequently uses Facebook to promote national events and initiatives. If you are interested in receiving information about PRSSA via Facebook, 'like' the "PRSSA National" fan page.

PRSSA YouTube Channel

The PRSSA National YouTube channel provides access to video interviews with professionals and the National Committee, and will be expanded to offer professional development, network and career preparation information. If you'd like to submit a video or suggest content, contact Lauren Gray, vice president of public relations, at laurenkgray2@gmail.com who manages the YouTube channel: www.youtube.com/user/PRSSANational.

PRSSA Twitter

Receive PRSSA news, be reminded of scholarship and awards deadlines, and find links to news of the profession by following PRSSA on Twitter at <http://twitter.com/prssanational> or @PRSSANational. Vice President of Public Relations Lauren Gray manages the Twitter account. Contact her at laurenkgray2@gmail.com.

PRSSA Flickr

Share pictures from your Chapter and PRSSA national events with members around the country. To join the Flickr group, visit <http://www.flickr.com/groups/prssa>.

Public Relations 101

Public Relations 101 is a DVD promoting PRSSA and public relations. It has been distributed to all PRSSA Chapters to educate and encourage membership and recruit prospective public relations majors. To receive a copy, contact PRSSA Headquarters at (212) 460-1474.

Regional Conferences

(Supplemental manual available)

Regional Conferences offer public relations experience in planning, research, budgeting and critical thinking. The National Committee has made an effort in recent years to expand the scope of Regional Conferences, shifting from intense three-day conferences to simpler one-day events. These changes meet the needs and interests of our members.

What are Regional Conferences?

A Regional Conference is an event or conference hosted by a PRSSA Chapter that receives special endorsement from PRSSA Headquarters. Programming may include competitions, service projects, writing contests, etiquette events, specialty workshops or PRSA/PRSSA networking sessions. You can combine one or more of these components to create a successful Regional Conference, or make up your own.

What are the benefits of hosting a Regional Conference?

Every Regional Conference offers a unique set of benefits. Above all, Regional Conferences are designed for individual Chapters to serve the Chapters in their region. Hosting offers the opportunity to add to your portfolio through practical, results-driven work. Successful Regional Conferences can also serve as a Chapter fundraiser.

Do we have to make a formal proposal and have it approved?

Review the Regional Conferences Handbook for the proposal form and outline. Your proposal should be as detailed as possible — it is meant to show the National Committee your commitment to hosting a successful Regional Conference. The vice president of Regional Conferences will work with you extensively throughout the process.

The Regional Conference bid form is due on September 9, 2011, to the PRSA Vice President of Education Jeneen Garcia, National President Adam Aisner and Vice President of Regional Conferences Haley Higgs (jeneen.garcia@prsa.org, adam.aisner@gmail.com and haley.j.higgs@gmail.com). Chapters selected to host will be informed of this decision in early October and announced publicly during the National Conference in Orlando. Regional Conference coordinators are invited to participate in the Regional Conference training workshop during Conference.

Where do we begin?

Start the planning process early to take advantage of your resources. Successful activities will take four to seven months to plan and promote. For a copy of the Regional Conferences Handbook, contact PRSSA Headquarters at (212) 460-1474 or email prssa@prsa.org. This information also is available on the PRSSA website at http://www.prssa.org/events/regional_conferences/.

Chapter Programming

Chapter Election Procedures

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 15 so those new officers may assume their responsibilities on June 1.

Chapters also are empowered to elect their Faculty and Professional Advisers when electing new officers.

Election procedures should be simple and uniform from year to year. The following steps are recommended for maximum effectiveness:

- At least one month before elections, hold a general meeting. Invite nominations from the floor after announcing the open offices and presenting job descriptions. After each nomination has been seconded, ask the candidates if they wish to accept the nomination. (During nominations, students should be encouraged to nominate themselves if they seek a position.)
- Nominations are closed when no further nominations are received from the floor.
- All candidates then complete a nomination form. The forms should be returned to the Chapter secretary three days after the first general meeting. The forms allow candidates to campaign for a position and the general membership to review all of the candidates' qualifications for the designated office. The Chapter should keep copies of all forms and present them to each Chapter member at the next general meeting.
- At the election, each candidate provides a 10-minute presentation followed by a Q&A.
- Vote by secret ballot immediately after the Q&A.
- A non-candidate (or several non-candidates) on the current executive board should collect the ballots and leave the room to count them.
- A designated person reports the results to members and all candidates.
- Old and new officers meet to discuss the expectations and goals for the coming year and share officer notebooks.
- The new executive board officers assume their roles beginning June 1.

What to Put in an Officer Notebook

One of the best ways to ensure a smooth transition of new officers is to create an officer notebook that can be passed from the current officer to the incoming officer. Below are several ideas about what to include in officer notebooks.

- *Calendar of Events* — Include a calendar detailing when the past year's projects occurred to help the incoming officers develop an appropriate project schedule.
- *PRSSA and College/University Documents* — Pass on copies of membership forms, space and office request forms, financial forms, travel forms, previous officer's monthly reports, etc. Looking at previous forms will save the new officers time and prevent confusion. Pass on the Chapter Handbook and the National and Chapter Bylaws.
- *Samples* — Include speaker contacts, meeting posters and agendas, thank you letters, newsletters, membership lists and brochures, award submissions, event photos and Conference roll call ideas. List recruitment, membership and programming ideas.

- *Contact Information* — Compile a list of frequently used phone numbers (i.e., PRSA Liaison, Professional Adviser, National Committee, National Headquarters, etc.).
- *Job Descriptions and Annual Reports* — These documents prevent job duties from being neglected or changed, and will help incoming officers create goals.
- *Chapter Assets* — Make a list of items your Chapter owns, such as a camera, banners and office supplies, so they are not misplaced or forgotten. List where each item is located and who is responsible for its safekeeping.
- *Meeting Protocol* — Include a copy of Robert’s Rules of Order and instructions on how and whom to introduce (Advisers, speaker, special guests, etc.).
- *Research* — Include any research that was conducted during the year.
- *Advice* — Address problems your e-board faced and suggestions for future improvements. Also list ideas or programs that you did not have an opportunity to implement.
- *Budget Information* — Include receipts when possible.
- *Unfinished Task List* — If a project exceeds the length of your term, write clear instructions for the incoming officer.
- *History* — Including this information can motivate your Chapter. Include successes and failures, previous scholarships and awards won, previous Chapter members who have been elected to the National Committee, etc.
- *Event Logistics* — If your Chapter has an annual event, include logistical information that will assist incoming officers with the preparation of the event.

Planning a New Officer Strategy Session

An officer strategy session is a great way to start a new year, for new officers to get to know each other, to learn about PRSSA and become familiar with policies and procedures and to develop goals for the upcoming year.

All officers and Advisers should attend. If there is a National Committee member in your area, you might consider inviting him/her as well.

Plan a strategy session soon after elections and one in the summer. This will keep everyone focused over the summer and into the coming school year. Allow for at least four hours.

The following is a sample agenda for a new officer strategy session:

11–11:30 a.m.	Introductions and icebreakers
11:30–11:45 a.m.	Discuss PRSSA history and opportunities (National Conference and Assembly, <i>FORUM</i> , awards, Bateman Competition, etc.).
11:45 a.m.–12 p.m.	Discuss roles of officers and Advisers.
12–12:30 p.m.	What do we want out of PRSSA? What can we offer members?
12:30–1 p.m.	Break for lunch.
1–2 p.m.	Set goals, objectives and evaluation methods for the year.
2–2:45 p.m.	Determine immediate needs; plan fall recruitment, first meeting and newsletter; delegate roles for summer; and set deadlines.
2:45–3 p.m.	Create a directory; wrap up.

Setting Goals and Objectives

Having clear goals and objectives for the Chapter allows everyone to move in the same direction. Below is information that will assist you in setting goals and objectives.

<p>What makes a good goal?</p> <ul style="list-style-type: none"> • Identify what you most want to accomplish. • Identify realistic goals and objectives. • Identify Chapter needs. 	<p>What do goals accomplish?</p> <ul style="list-style-type: none"> • Organize group and schedule. • Make certain decisions. • Identify priorities. • Unify officers.
<p>What are elements of an objective?</p> <ul style="list-style-type: none"> • How you plan to achieve a specific goal. • Realistic and measurable results. • A date by which you hope to achieve results. 	<p>What makes a good objective?</p> <ul style="list-style-type: none"> • Specific • Measurable • Achievable • Compatible (with other goals)

Example

Goal: Increase our Chapter's involvement on a national level.

Objective 1: Secure the attendance of 10 Chapter members at the National Conference.

Strategy 1.1: Use materials from PRSSA Headquarters to encourage members to attend the National Conference.

Tactic 1.1.1: Share pre-Conference program with members at the next Chapter meeting.

Tactic 1.1.2: Retweet Conference-related material from the @PRSSANC account to the Chapter's Twitter account.

New Member Induction

It is strongly recommended that each PRSSA Chapter conduct a formal induction ceremony.

The induction ceremony should accomplish the following:

- Encourage ethical behavior and introduce members to the PRSA Member Code of Ethics, which they are expected to adhere to during their membership.
- Identify the PRSSA Chapter as a unit of a national pre-professional Society as opposed to an independent on-campus "club."

The ceremony should be simple. All new dues-paying Chapter members individually accept their membership cards and certificates from the Chapter President. As a group, all new members should recite the following pledge (taken from the PRSA Declaration of Principles):

We pledge:

- *To conduct ourselves professionally, with truth, accuracy, fairness and responsibility to the public;*
- *To improve our individual competence and advance the knowledge and proficiency of the profession through continuing research and education; and*
- *To adhere to the articles of the Member Code of Ethics for the Practice of Public Relations as adopted by the governing Assembly of the Society.*

PRSSA Headquarters sends membership cards and certificates to Chapters in late November after dues have been processed. The ceremony may be held during a Chapter meeting or annual induction dinner. Consider inviting the college or department leaders, faculty, parents, alumni and a PRSSA keynote speaker. Chapters may want to honor current members by awarding presidential citations.

Chapter Publicity

Strong publicity is imperative. Employ the public relations campaign techniques you learn in the classroom to support your Chapters. The following techniques you may consider:

- When planning special events, send two news releases to your campus and local papers, and to the editor of your sponsoring PRSA Chapter newsletter. The first release should announce the event and invite the media; the second release should summarize the event that has taken place and include meaningful quotes and pictures. Do not forget to send a copy of this second release, along with pictures, to the PRSSA National vice president of public relations for the Chapter News section of the PRSSA website.
- Send regular announcements to the community relations department on your campus. Most colleges and universities publish a monthly activities list that informs alumni, graduates and undergraduates about school events.
- Let other PRSSA Chapters and audiences know what you are doing and invite them to your event. Mail copies of your newsletter to Chapters in your area and to the PRSSA National Committee. This passes on the news from your Chapter and provides you with ideas from other Chapters as well. In addition, send a copy to your sponsoring PRSA Chapter and any Champions of PRSSA in your area.

Chapter Recognition

Below are suggestions to help you earn recognition for your Chapter. For more ideas, contact Kendall Schmidt, vice president of Chapter development at kendallmschmidt@gmail.com.

- Encourage your members to write articles for *FORUM*.
- Send Chapter news and photos to the vice president of public relations to post to the PRSSA website.
- Send at least one representative from your Chapter to all local and national events.
- Send a delegate to National Assembly, where he or she can elect the next National Committee, inform others about your activities and bring back suggestions on how to improve your Chapter.
- As invited, attend PRSA luncheons and board meetings.
- Apply to host a Chapter Development Session at the National Conference.
- Apply for national awards and encourage your members to do so.

Recruiting Tips

- *Recruitment Reception* — Invite prospective members to a reception with officers and Advisers to talk about PRSSA benefits and how to get involved. Show the PR 101 DVD.
- *Classroom Visits* — Have officers visit classes to talk about PRSSA benefits (career preparation, networking, scholarships), opportunities and events, and getting involved. Show the PR 101 DVD and distribute membership brochures.

- *Student Activity Fairs* — Set up a booth and have officers available to answer questions. Display publications and other materials as well as pictures from past events. Provide a sign-up sheet so you can get names and contact information from prospective members.
- *Bookmarks* — Print double-sided bookmarks on cardstock with a description of PRSSA, meeting dates for the semester/quarter and contact information. Get permission to put the bookmarks in journalism/communication textbooks before classes start. Distribute them when you make class visits or ask professors to pass them out to students.
- *Professor/Faculty Reminders* — Put PRSSA announcements in professor/faculty mailboxes. Ask them to remind students about meetings and activities. You may want to attend a faculty meeting at the beginning of the year to explain the organization and the role you would like them to play.
- *Prospect Letters* — Obtain a list of journalism/communications students from your department office or office of admissions. Send a letter to the students explaining the benefits of PRSSA membership and invite them to your first meeting.
- *Other Departments* — Do not limit PRSSA to just public relations majors. Recruit students in other departments such as marketing, advertising, political science, communications and/or business.
- *Extra Credit* — Talk to faculty members to see if they will offer their students extra credit for becoming a PRSSA member or for attending meetings and events.
- *Brochures* — Create a brochure explaining PRSSA membership benefits. Distribute them during class visits, at a student activity fair and the recruitment reception.
- *Newsletter* — Use your first newsletter to entice prospective members. Write articles about membership benefits and upcoming Chapter activities. Send your newsletter to prospective members, especially first-year students interested in public relations.
- *School Newspaper* — Run an announcement in the school newspaper.
- *Information Packets* — Include letters from Chapter officers and Advisers, brochures and newsletters, a Chapter awards list, information on how to join the Chapter and PRSSA National information. Send by mail, or hand out in class and the first meeting.
- *Freshman Mailing* — Obtain a list of freshmen or prospective members from your department. Send a letter about PRSSA to the list with an invitation to your meetings.

For more ideas, contact Kendall Schmidt, vice president of Chapter development, at kendallmschmidt@gmail.com.

Successful Meetings

The following are ways to increase the quality of your meetings:

- *Speakers* — Invite local PRSA members to speak to your Chapter about their career, career preparation, public relations skills or how to get an internship. Ask your Advisers to recommend professionals. Ask faculty or campus staff that deal with public relations issues. A political science professor might discuss political campaigns, the sports staff can discuss sports media and the alumni office can talk about fundraising. Consider panels with faculty and professionals.
- *Workshops* — Workshops are a good alternative to speakers. Reserve a computer lab for a technology workshop or ask members to bring their résumés and critique each other. Ask students in small groups to plan and share their reactions to an imaginary crisis.

- *Socials* — Your group will be more cohesive if members enjoy being together. Go to dinner after a general meeting, plan a holiday party, design a float for the homecoming parade or organize a retreat. Invite PRSA members to your socials.

However, the perfectly planned meeting will flop if nobody attends. Always publicize Chapter meetings. The following are a few simple ways to publicize a meeting without breaking a sweat:

- Start a phone tree to notify members of the time and place of the next meeting.
- Email all members informing them of the meeting.
- Ask professors to make classroom announcements.
- List the meeting place and time in the activity section of your campus newspaper.

Professional Development

Student-Run Firms and National Affiliation

Student-run firms provide hands-on experience and give students a broader understanding of the profession. PRSSA Chapters are encouraged to establish student-run firms, adhering to the PRSA Member Code of Ethics and following PRSSA guidelines. Contact Jessica Noonan, vice president of professional development, at jnoonan90@gmail.com for more information, and download the Student-run Firm Handbook.

National Affiliation is PRSSA's acknowledgment that a student-run firm meets certain standards, as established by PRSA leaders and students from award-winning firms. The National Affiliation application is on the PRSSA website. Contact Jessica Noonan, vice president of professional development, at jnoonan90@gmail.com for more information.

PRSA Associate Membership

To qualify for PRSA Associate membership, an applicant must be a PRSSA member in good standing when they graduate from college or university, have a reputation for ethical conduct and integrity, and agree to abide by the Member Code of Ethics. PRSSA members may apply between five months before or two years after graduation, regardless of employment status. Associate members have full voting privileges in PRSA and receive all membership services, but cannot serve in some elected or appointed offices. Apply for Associate membership on the PRSA website. Dues for PRSSA graduates are \$60 per year, with a deferred initiation fee.

PRSA New Professionals Section

The New Professionals Section provides career guidance, mentoring and professional development for PRSA members in their first three years of public relations experience. For their annual dues of \$20, Section members may access the following benefits:

- Timely, relevant trend information about the public relations job market.
- Advice for job hunters and those seeking to excel in their first professional positions.
- Mentoring from senior PRSA professionals.
- Links to Chapter- and National-level networking.

More Ways to Grow

Additional ways students can develop strong professional skills include the following:

- Participate in mentoring or job shadow programs.
- Facilitate reverse mentorship events with local PRSA professionals.
- Plan a dinner or luncheon with PRSA Chapter members.
- Attend national events, Regional Conferences and PRSA Chapter events.
- Plan an internship fair, résumé critique session or speed networking event.
- Volunteer for PRSA luncheons and events.

Fundraising Ideas

Fundraising allows your Chapter to provide better professional development to your members. Keys for successful fundraising include the following:

- Begin early, stay organized, be realistic and have fun.
- Get as many of your supplies donated as you can.
- Talk to your United Way nonprofit development center about fundraising training.
- Know your school's rules and the state laws for on-campus fundraising.
- Review the National FUNdraising Playbook and submit your ideas.

Fundraising Ideas

- *Temporary Office Services* – Ask organizations to make a donation to your Chapter in exchange for temporary office services, from filing to helping at special events.
- *Prize Auction/Raffle* – Ask local organizations to donate prizes. Sell tickets or hold the auction in a heavy traffic area on campus. (Parents weekend may be a good time.)
- *Workshops* – Provide a public relations, software or résumé workshop for community and campus organizations. Charge participants a fee to attend.
- *Speaker Series* – Invite a celebrity or local professional(s) to speak to students about public relations. Sell tickets to the event.
- *Media Directory* – Create and sell a directory of department alumni.
- *Public Relations Support*– Help organizations with events, websites and collateral materials.
- *Office Services Auction* – Professionals bid on office services from PRSSA volunteers.
- *Competitions* – Organize a concert, alumni dinner, cook-off, sports tournament or Mr. and Ms. University competition. Charge an entry fee.
- *Awards* – Participate in PRSSA Chapter awards programs, such as the Teahan Awards.
- *Casual Day* – Sponsor a casual day among faculty. Faculty members pay to dress down.
- *College/University Funds* – Ask student government for an increased budget or money from the contingency budget, and ask if your department has funds for trips and projects.
- *Birthday Grams* – Delivery birthday gifts from parents to surprise students.
- *Yard Sale* – Take donations from students and faculty.

Social Media For Your Chapter

The following information is a social media guide created by PRSSA to aid the professional development of its membership. The guide includes popular vocabulary and explores tools such as blogs, social networks and online video that have changed the way public relations practitioners communicate. We hope this guide will help you develop communication strategies for your Chapter and understand social media strategy.

Note that this guide serves only as a snapshot of a variety of social media tools currently offered, and provides reasons why and explains how they can be used by your Chapter.

Contributors to this section include:

- Jessica Lawlor, Temple University (blogging)
- Nathalie Con, Chapman University (Twitter)
- Melissa Jones, Rowan University (Facebook)
- Harrison Loveall, Wisconsin Stevenson Point (LinkedIn)
- This guide is broken into sections to help PRSSA members and public relations practitioners better understand the digital revolution.

Blogging

Blogging gives your Chapter a platform to provide information to members, as well as to others at your university or anyone in the world. Blogging gives you credibility in the social media world and keeps your members informed and involved.

Content

- Inform members of events and meetings.
- Post announcements about the Chapter.
- Post scholarship information and deadlines.
- Recap what happened at a meeting (e.g., guest speakers tips or contact information).
- Post photos from recent events.
- Share links and interesting information with their members, as well as other PRSSA members and members of the public relations community.
- Interview public relations professionals.
- Write reviews of Regional Conferences and national events to give members who didn't attend the opportunity to hear what happened.

Benefits

- Gain credibility among other PRSSA Chapters by showing you are social media active.
- Show local practitioners that your Chapter is devoted to public relations.
- Allow members the opportunity to guest blog and gain clips for their portfolios.
- Provide interesting content to members and others who may read your blog.
- Promote events and meetings to your members and others at your college or university.

Recommendations

- Update often. Update five to seven times a week if possible. If you are only updating once a week, readers won't feel the need to keep checking for new content.

- Vary your content. Don't post only meeting announcements or recaps. Include other interesting posts and resources to make the content more interesting.
- Post photos and videos. Posting photos and videos makes the blog more interesting.
- Be prudent. Don't post information that should be exclusive to members such as internship opportunities and guest speaker's contact information. Remember that everybody can see your blog, not just members.

Best Practices

- Boston University PRSSA Chapter's blog (<http://buprssa.com>) is updated frequently and uses a variety of content including meeting announcements, internship opportunities, interviews with public relations professionals, updates from National Conference and videos. At the 2009 National Conference, members Eric Leist and Rachel Sprung created videos about different sessions they attended and posted them to their Chapter's blog. This allowed members who missed Conference to share the experience.
- Wayne State University PRSSA Chapter blog (<http://waynestateprssa.wordpress.com>) features posts about public relations and getting internships. The Chapter also utilizes information from PRSSA National and posts information and slides from the National Conference for all members to see. Wayne State also offers members the chance to guest blog to help them get clips for their portfolio.
- St. Edwards University PRSSA Chapter blog (<http://stedwardsprssa.wordpress.com>) includes many photos, videos and fliers from events. Their blog gives members and the community a true feeling for what the organization does and what their events are like.

Promotion

- Be sure to promote your blog to members by including the link in all Chapter emails, on your Chapter's website, Facebook and on any promotional materials.
- Put your blog link in your email signature.
- Create a Twitter account for your Chapter and promote your posts there.
- Encourage members who write guest posts for the blog to promote their own posts and to put the blog's link on their Twitter and LinkedIn profiles.
- Include your blog link on your Chapter's profile information on the PRSSA website.
- If your college or university posts information about PRSSA, ask them to include your blog link.

Measurement

Google Reader: Include an RSS feed button on your blog so readers can add your blog to their Google Reader. Google Reader lets you follow many blogs and websites from one site and automatically updates when new content is posted. Track how many people subscribe to your blog.

Google Analytics: Sign up for Google Analytics to track how many people view your blog, where they are from, how they find you and what search terms send people to your blog.
 Comments: Counting the number of comments on each post can help you to see what kind of content encourages discussion and gets people thinking.

Blog Roll

A blog roll is a list of other blogs that you think will interest your readers. Include links to other PRSSA Chapter blogs and blogs written by public relations professionals or students. Linking to another blog shows you value sharing resources with others and are willing to help promote someone else's blog, if you think their information is important.

Twitter

Twitter connects people through the exchange of short, frequent messages. People write updates, called "tweets," of 140 or fewer characters. These messages are posted to your profile, sent to your followers and are searchable on Twitter. (Source: Twitter.com)

Chapter Use

Many Chapters have created a Twitter account for their Chapter that is typically run by the communications or Web director. Many Chapters started using Twitter to update their members on meeting dates and times. Now Chapters are tweeting during their meetings, letting members who could not attend follow along, sending links to public relations-related articles and posting links to Twitpic from PRSSA events. The usage possibilities are pretty much endless. Retweet content from @PRSSANational to share national news with your members.

Best Practices

Boston University's Chapter had about 150 members as of spring 2009 and 201 Twitter followers. They use Twitter mainly to announce a blog post, send meeting reminders, live tweet during meetings, and announce any awards or on-campus events that are relevant to communications majors.

Penn State University had between 200-210 members as of spring 2009. Their Twitter account launched in May 2009 and gained 45 followers by mid-summer without any mention during a general meeting. They used their Twitter account to post their media hits, announce public relations scholarship and award application deadlines and links, promote their events, update members about PRSSA issues and announce awards received by members.

Measurement

Several websites can help you monitor how far your message is going – the number of impressions and retweets or mentions – but try using TweetReach.com first. It calculates how many people have seen your tweet. If you've recently tweeted a URL and several people have retweeted it, search for that URL to see how many people saw it. The results include reach (total number of unique viewers who would have seen this in their Twitter stream) and exposure (how many times someone saw a tweet about a particular topic).

Other tools include the following:

- TweetStats.com can provide your Twitter frequency, who you retweet most, who you reply to most and what times you tweet most.
- TwitterAnalyzer.com gives you data such as tweet frequency on a graph.
- TweetEffect.com tells you how many followers you've lost or gained.

Facebook

Facebook is a social utility that connects people and helps them share photos, updates, links, videos and more. Specifically launched to target college students, Facebook is now open to anyone with a valid email address. On the site, users may upload an unlimited number of photos, share links and videos and learn more about the people they meet. Facebook is a vital tool for keeping specific audiences up-to-date on news and events.

While most Facebook users maintain their own personal account, there are plenty of ways to promote a PRSSA Chapter through Facebook.

Chapter Use

Chapters should create a Facebook Fan Page to stay connected with and up-to-date its fans. A fan page encourages two-way communication, which is vital in public relations. Facebook Fan Page recommendations:

- Announcing when and where PRSSA meetings will be.
- Promoting events that PRSSA is holding.
- Making Chapter announcements.
- Announcing scholarship opportunities and deadlines.
- Sending private messages to all members at once.
- Posting photos from PRSSA events.
- Sharing links and resources that PRSSA members will find useful.
- Responding to Facebook Fans of the page.
- Promoting other websites that your Chapter is on.

Features

- *Wall* — Allow for your Chapter's fans to leave comments. Under settings, you select the option of filtering your fan comments. This means the comments the Chapter leaves will appear on the main page while the fan comments will appear separately.
- *Info* — This section gives your Chapter the chance to stand out among other Chapters. Filling out the information will add content to your page, which helps those who may be searching Facebook for your Chapter's page. Be sure to link to all of your Chapter's websites.
- *Photos* — Create photo albums or post wall photos. If your Chapter has an event coming up, create a photo album for the event. Encourage fans to upload their own pictures to the fan page to increase interaction.
- *Links* — If your Chapter has a blog, announce new posts on your Chapter's Fan Page. This encourages fans to visit your blog. Include links to interesting articles for public relations students. Fans of the Chapter's page will start to view it as a useful resource.
- *Events* — Creating a Facebook event is a convenient way to publicize events. After following the easy steps to create an Event, make sure to allow others to invite friends.
- *Video* — If your Chapter has video, upload it to the video section on Facebook.

LinkedIn

LinkedIn is a professional, worldwide networking site allowing you to connect, be introduced to and collaborate with professionals. Many Chapters have created LinkedIn groups to stay connected and provide a meeting place to promote the open exchange of ideas to improve on personal accomplishments. The multiple tabs for groups are used as follows:

- *Overview* – Provide information about your group and on recent activity.
- *Discussions* – Ask questions or start discussions.
- *News* – Post links to online news articles. The link must direct users to an actual news page, otherwise LinkedIn will view it as a suspicious link and mark it as spam.
- *Jobs* – Post jobs for group users.

Chapter Use

Add discussions, news and jobs. The more opportunities for interaction you add to your group, the more valuable your group will be to the community.

Send announcements to your group members. The benefit of sending these announcements through LinkedIn is that your recipients—and their ISPs—are more likely to recognize the email as trustworthy and your deliverability may be higher than if you had sent the email yourself. Announcements will also get added as a discussion thread for your group, and you also have the option to mark this thread as a featured discussion for extra visibility.

Announcements are text-only and have no analytics, so if you want to track clicks, use a URL shortener with analytics to measure the response to your announcement.

Best Practices

The biggest challenge Chapters face is motivating two-way communication via social media. Many Chapters fail to regularly update material or express a passion for social media. The more Chapter leaders use social media, the more likely the members are to get involved. Chapters must ensure information is updated regularly. Determine a focus for each semester or delegate social media duties to upcoming members.

Additional tips:

- Your name is important. Consider which keywords your target members will search for. Make sure your group name is clear and includes these keywords. Follow the PRSSA Brand Identity Guidelines.
- Design your Chapter logo to fit the small standard logo size. Don't cram lots of hard-to-read text into the small image. Follow the PRSSA Brand Identity Guidelines.
- Use featured discussions to highlight particular content or offers. The group discussions can quickly get overrun and it can be hard to get your discussion thread noticed. As a manager of your group, you can mark a discussion as featured and this will pin your thread at the top of the discussion board.
- Import your blog RSS feed. If you write a blog that's relevant to the group, you can import your articles automatically to the News section.

Promotion

The following tips will help you get more participation on your LinkedIn Group:

- Display the group in the Group Directory and on members' profiles. Take advantage of the functionality already in place on LinkedIn to help your group get more visibility.
- Invite coworkers, past colleagues, and customers to join and start discussions.
- Promote the group on your website, blog, email newsletter and social media networks. Make sure people know that you have a group and how to join.
- Create a custom Web page for the group on your website.
- Invite key industry experts to join and engage. If there are some heavy-hitters in your industry, invite them to engage with the community.
- Integrate LinkedIn into all of your marketing efforts.

Measurement

LinkedIn is still catching up to Facebook in terms of advanced functionality. One major piece that's still missing is analytics. So, if you want to track the success of your group, you'll need to make your own LinkedIn analytics. To track the growth of your group, check the number of members every week and keep track of the group size in a spreadsheet. To track the click through rate of links in your announcements, use a URL shortener with analytics like bit.ly. And, of course, be sure to measure the traffic, leads and customers you get from LinkedIn over time. Hopefully, your group will drive people back to your Chapter pages.

Leadership Rally Best Practices

Each year at the PRSSA Leadership Rally, Chapter Presidents split into groups based on the size of their Chapters to discuss their challenges and solutions. Below are notes on these sessions from the 2011 event.

Large Chapters (More than 100 members)

Advocacy – Engaging in on- and off-campus causes is an opportunity to get more of your members involved in leadership roles.

Meetings and Events – Having a variety of meetings and events is a way to give your Chapter members event planning experience and to address many different interests.

- Agency visits. For some Chapters these are once per year events. For others, these are regular monthly visits, established with the firm, which different members may attend.
- Résumé or elevator pitch workshops.
- Keep your first Chapter meeting creative, not just informational. Get the important information across, but include a workshop, case study or other activity.
- Have a brainstorming session to find out what your members want to do at meetings. Have a scavenger hunt on campus.
- Have a case study competition similar to PRSSA National Assembly Day-of Competition during a Chapter meeting.

E-Boards – Managing an e-board in a large Chapter is a big job. Here are some ways to engage your e-board and prepare underclassmen to take e-board positions:

- Create video parodies of Chapter e-board positions so members can learn about each role.

- Offer extra credit in public relations classes for participation and leadership in PRSSA.
- Organize committees to support e-board members. Those committees create interest in and prepare members for leadership positions. Possible committees include mentoring committee, digital committee (website, Twitter, Facebook).
- Allow e-board members who are away for the summer to participate in your summer meetings via Skype.
- Share your calendar with your sponsoring PRSA Chapter and obtain a copy of theirs so you can schedule complementary events.

Engagement – Some members join your Chapter, but don't get involved. Reaching them relies in large part on individual outreach.

- Peer Points. Give students points based on their participation in meetings and events that earn them access to funding for national events or other membership benefits.
- Offer a dues scholarship for active members.

Fundraisers – The Chapter News section of the PRSSA website is a great place to look for fundraising ideas that have been successful for other Chapters.

- Create a book of résumés. Students pay a small fee to be included, and the books are distributed free or for a donation to local businesses, particularly public relations firms.
- Design and print business cards for students on campus. Charge \$5 more than whatever it costs to produce the cards.
- Partner with other organizations to fundraise.
- Some stadiums will donate to your organization if you will do the post-event clean-up. Use Chapter dues funds to send members to regional or national events.

Midsize Chapters (25–99 members)

Socials – Ensuring that each Chapter member has a friend is a vital part of member retention.

- PRSSA Day. Example: <http://swmoprsa.blogspot.com/2010/03/prssa-day-held-march-26.html>
- Networking events.
- Personal branding session.
- Résumé reviews specific to public relations.
- Ice cream socials and movie nights.
- Tweet- ups. Example: <http://buprssa.com/2010/04/13/bu-prssas-first-tweet-up-is-a-huge-success>

Retreats – A great way to energize, organize and unify your e-board.

- Invite the outgoing e-board for part of the retreat so they can share transition information with the incoming e-board.
- Visit a local agency as part of your retreat; add professional development.
- Set up a meeting with your sponsoring PRSA Chapter e-board.

Fundraising – Fundraising can help your members attend national and regional events, and can help you provide professional development opportunities to your Chapter.

- Selling Talent. At a PRSA social, local PRSSA members offered their public relations services (tweeting, creating clip reports, writing releases) as part of a service auction.

Each student was “bought” for at least \$150 and the Chapter raised more than \$2000. Read about their experiences at <http://www.prsacoloradoblog.org/>.

- Intern-for-a-Day. Offer your Chapter members as “intern-for-a-day” to local professionals and PRSSA members for a donation to the Chapter.

Meetings — Make your meetings valuable for your members by tailoring them to the specific needs of your membership, and offering services and information that other campus organizations are not already providing. For example, make sure that your résumé session offers a unique public relations perspective so that you are giving your members more than what they could already access through the campus career center.

- Create opportunities to get real experience writing, event planning, etc.
- Offer practice interviews with public relations professionals.

Small Chapters (Fewer than 25 members)

Recruiting — One of the most difficult parts of recruiting underclassmen can be getting their attention at a time when many on-campus organizations are trying to reach them. Chapters need to be thoughtfully strategic and incorporate some “wow factor.” You can also attract more attention by emphasizing that public relations provides transferrable skills that prepare you for many careers.

- Insert bookmarks with a description of your Chapter and your upcoming meeting times into the “Intro to PR” books at the school bookstore.
- Create a YouTube video promoting your Chapter; incorporate humor.
- Hand out PRSSA merchandise such as pens, cups or sunglasses. Put your meetings times on the back of a coupon for a free drink or free pizza at a local company.
- Visit freshman public relations or communications classes where students might be more interested in your message.
- Offer food and information at the dorms.
- Partner with another on-campus organization to create a more noticeable booth.
- Reach out to students who hold public relations roles in other campus organizations who need help learning how to do public relations.

Retention — Once you have members enrolled, how do you keep them coming and participating?

- Make sure every member has three things: a friend in the Chapter, an assignment and the information they need to participate.
- Be excited about the organization.
- Always be informative. Share news from PRSSA National and other Chapters.
- Don’t complain about member numbers. How does it make the few people who are at a meeting feel when the Chapter President walks in and says, “This is it?”
- Celebrate your Chapter accomplishments.

Meetings — With a small Chapter, it may be hard to come up with new ideas for Chapter meetings.

- Provide opportunities for members to get hands-on experience, such as mini case study competitions.
- Seniors help underclassmen pick their classes and semesters, advising on their experiences with various courses and professors.

- Invite speakers.
- Résumé/writing/portfolio workshops with professionals or faculty.
- Mock interviews with public relations professionals; maybe even speed interviewing to allow students to meet several professionals.

Fundraising – Fundraisers are a way to give your members experience, portfolio pieces and funding to help them participate in national and regional events and programs.

- Start early in the year before restaurants and other companies have committed to fundraising for other organizations.
- Reach out to the community. Find a restaurant to host a happy hour for students, hold Krispy Crème/Dunkin Donut sales, or deliver pizza for a night and keep the tips.
- Sell public relations skills. Offer logo designs or media relations.
- Connect with professors to help with fundraising. One campus had several faculty agree to do something embarrassing (wear a gorilla suit). Students would pay \$1 to vote on which professor would be embarrassed. Whoever got the most votes had to fulfill the promise.
- Offer advertisement space in programs or on merchandise to local businesses for donations.
- Reach out to local public relations firms asking for donations. Write a formal letter detailing what your Chapter has done and/or how the donation will be used.
- Host a golf tournament.
- Help campaign with American Cancer Society, etc., or other cause.

PRSSA Style and Brand

The PRSSA logo is the official insignia of the Society and cannot be altered or changed. Download the official logos from the PRSSA website (<http://www.prssa.org/about/Brand/>).

The PRSSA logo is for use in PRSSA publications only and may not be used for other purposes without permission from PRSSA Headquarters. The logo is PRSSA’s brand identity. It may not be used as a design element, as in a collage or background. The logo must stand out among competing visuals. For more information, see the Graphics Standards Manual on the PRSSA website (<http://www.prssa.org/about/Brand/>).

Following PRSSA Style also means adhering to the official PRSSA Style Guide PRSSA generally follows AP style, except where indicated in the guide. Access the guide at the PRSSA website (<http://www.prssa.org/about/Brand/>).

FAQ

Where do I turn for information, ideas and help?

- Faculty Adviser. He or she should be your primary source for ideas and information, and is a connection to PRSSA Headquarters. Be sure to ask your Faculty Adviser about the bimonthly mailings sent from Headquarters with essential information for you.
- Professional Adviser(s)
- The National Committee and PRSSA Headquarters
- Champions for PRSSA and members of your sponsoring PRSA Chapter
- The Regional Conference Handbook, Student-Run Firm Handbook, Relationship Manual and Fundraising Playbook
- PRSSA website. All PRSSA documents, manuals and applications are online.
- Other PRSSA members.

When are the dues deadlines?

Dues from your individual Chapter members must be received at PRSSA Headquarters no later than November 1 for members joining in the fall and March 1 for members joining in the spring. Dues are \$50 per person and cover a one-year membership. Prorating is not permitted. The dues form is sent to Chapters each dues period with specific submission instructions.

How do I fill out the dues form?

The Chapter President is responsible for accurately completing the Chapter dues form. Incomplete forms will not be accepted. List members' names alphabetically with email addresses, permanent mailing addresses and dates of graduation. Dues fees for your entire Chapter must be sent in one certified or college/university check (personal checks are not accepted). Be sure this check equals \$50 per member. Call PRSSA Headquarters with questions at (212) 460-1474. Send all forms and checks to: PRSSA Headquarters, 33 Maiden Lane, 11th Floor, New York, NY 10038.

If I sent the dues form last dues period, do I need to send another the following dues period?

Even if you have no new members, fill out the Chapter information on the dues form and send it to PRSSA Headquarters. Chapters that do not send an updated dues form in March and November are not considered in good standing.

Can we register our members electronically?

All dues forms must be submitted in hard copy.

What do our members receive for their dues?

PRSSA provides opportunities. It is up to your members to take advantage of the many possibilities offered by the student Society, PRSA and the Champions for PRSSA.

Descriptions of PRSSA's many benefits are found in this handbook and online, and include the following:

- Events – National Conference, Regional Conferences, National Assembly, Leadership Rally
- News and Resources – *FORUM*, *Public Relations Tactics*, PRSA Issues and Trends, PRSSA Biweekly Update, Internship Center and JobCenter
- PRSA – PRSA New Professionals Section, PRSA Associate Membership
- Networking – Mentoring, events, PRSA Sponsoring Chapters, Champions for PRSSA
- Membership certificates and cards
- Scholarships and Awards – Gold Key Award, President's Citation, Dr. Frederick H. Teahan Chapter Awards Competition, Altschul Champions for PRSSA Outstanding Internship Award, PRSA/PRSSA Internship, Lawrence G. Foster Award, Stephen Pisinski Memorial Scholarship, PRSA Health Academy Grant, PRSA Multicultural Affairs Scholarship Program, PRSA Tourism and Travel Section Grant, John D. Graham Scholarship, Professor Sidney Gross Memorial Award, Betsy Plank/PRSSA Scholarships, Gary Yoshimura Scholarship, Bateman Case Study Competition

Chapters offer their own benefits, which could include a student-run firm, professional speakers, newsletters, leadership development, social interaction, and Chapter seminars and workshops.

When are local elections held and how long do Chapter officers serve?

Chapters must hold elections by April 15. Officers serve from June 1 to May 31 of the next year. Send full contact information for Chapter officers to PRSSA Headquarters after elections using the Chapter Officer Form available on the PRSSA website.

How can our Chapter continue to develop?

Periodically ask yourself and other Chapter members:

- Are our programs varied and interesting?
- Are meetings scheduled at convenient times for students, faculty and Advisers?
- Do we invite our Professional Adviser(s) and PRSA members to PRSSA meetings?
- Do we invite qualified, interesting and informative speakers from the PRSA Chapter?
- Do we write for *FORUM*, PRSSA's national newspaper, regularly?
- Do we train talented sophomores and juniors for future Chapter leadership?
- Do our Chapter members attend PRSSA national events and Regional Conferences?
- Do our Chapter members compete for PRSSA scholarships and awards?
- Do we adhere to National and Chapter PRSSA Bylaws?
- Do we perform at least one public service project annually?
- Are we sufficiently recognized by our school's committee on student organizations?
- Do we have an awards system to recognize outstanding public relations achievements?

For answers to other questions, contact a member of the National Committee or PRSSA Headquarters.

Official PRSSA Documents

Official Statement on Public Relations

(Formally adopted by the PRSA Assembly, Nov. 6, 1982)

Public Relations helps our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony.

Public Relations serves a wide variety of institutions in society, such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals and educational and religious institutions. To achieve their goals, these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, shareholders and other institutions, and with society at large.

The management of all institutions must understand the attitudes and values of their publics in order to achieve institutional goals. The external environment shapes the goals themselves. The public relations practitioner acts as a counselor to management, and as a mediator, helping to translate private aims into reasonable, publicly acceptable policy and action.

As a management function, public relations covers the following:

- Anticipating, analyzing and interpreting public opinion, attitudes and issues which might impact, for good or ill, the operations and plans of the organization.
- Counseling management at all levels in the organization with regard to policy decisions, courses of action and communication, taking into account their public ramifications and the organization's social or citizenship responsibilities.
- Researching, conducting and evaluating, on a continuing basis, programs of action and communication to achieve informed public understanding necessary to the success of an organization's aims. These may include marketing, financial, fundraising, employee, community or government relations and other programs.
- Planning and implementing the organization's efforts to influence or change public policy.
- Setting objectives, planning, budgeting, recruiting and training staff, developing facilities; in short, managing the resources needed to perform all of the above.

Examples of the knowledge that may be required in the professional practice of public relations include communication arts, psychology, social psychology, sociology, political science, economics and the principles of management and ethics. Technical knowledge and skills are required for opinion research, public issue analysis, media relations, direct mail, institutional advertising, publications, film/video production, special events, speeches and presentations. In helping to define and implement policy, the public relations practitioner utilizes a variety of professional communication skills and plays an integrative role both with the organization and between the organization and the external environment.

PRSA Member Code of Ethics (2000)

Preamble

Public Relations Society of America Member Code of Ethics 2000

- Professional Values
- Principles of Conduct
- Commitment and Compliance

This Code applies to PRSA members. The Code is designed to be a useful guide for PRSA members as they carry out their ethical responsibilities. This document is designed to anticipate and accommodate, by precedent, ethical challenges that may arise. The scenarios outlined in the Code provision are actual examples of misconduct. More will be added as experience with the Code occurs.

The Public Relations Society of America (PRSA) is committed to ethical practices. The level of public trust PRSA members seek, as we serve the public good, means we have taken on a special obligation to operate ethically.

The value of member reputation depends upon the ethical conduct of everyone affiliated with the Public Relations Society of America. Each of us sets an example for each other - as well as other professionals - by our pursuit of excellence with powerful standards of performance, professionalism, and ethical conduct.

Emphasis on enforcement of the Code has been eliminated. But, the PRSA Board of Directors retains the right to bar from membership or expel from the Society any individual who has been or is sanctioned by a government agency or convicted in a court of law of an action that is in violation of this Code.

Ethical practice is the most important obligation of a PRSA member. We view the Member Code of Ethics as a model for other professions, organizations, and professionals.

PRSA Member Statement of Professional Values

This statement presents the core values of PRSA members and, more broadly, of the public relations profession. These values provide the foundation for the Member Code of Ethics and set the industry standard for the professional practice of public relations. These values are the fundamental beliefs that guide our behaviors and decision-making process. We believe our professional values are vital to the integrity of the profession as a whole.

ADVOCACY – We serve the public interest by acting as responsible advocates for those we represent. We provide a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate.

HONESTY – We adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public.

EXPERTISE – We acquire and responsibly use specialized knowledge and experience. We advance the profession through continued professional development, research, and

education. We build mutual understanding, credibility, and relationships among a wide array of institutions and audiences.

INDEPENDENCE — We provide objective counsel to those we represent. We are accountable for our actions.

LOYALTY — We are faithful to those we represent, while honoring our obligation to serve the public interest.

FAIRNESS — We deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public. We respect all opinions and support the right of free expression.

PRSA Code Provisions

FREE FLOW OF INFORMATION

Core Principle Protecting and advancing the free flow of accurate and truthful information is essential to serving the public interest and contributing to informed decision making in a democratic society.

Intent

To maintain the integrity of relationships with the media, government officials, and the public. To aid informed decision-making.

Guidelines

A member shall:

Preserve the integrity of the process of communication.

Be honest and accurate in all communications.

Act promptly to correct erroneous communications for which the practitioner is responsible.

Preserve the free flow of unprejudiced information when giving or receiving gifts by ensuring that gifts are nominal, legal, and infrequent.

Examples of Improper Conduct Under this Provision:

A member representing a ski manufacturer gives a pair of expensive racing skis to a sports magazine columnist, to influence the columnist to write favorable articles about the product.

A member entertains a government official beyond legal limits and/or in violation of government reporting requirements.

COMPETITION

Core Principle Promoting healthy and fair competition among professionals preserves an ethical climate while fostering a robust business environment.

Intent

To promote respect and fair competition among public relations professionals.

To serve the public interest by providing the widest choice of practitioner options.

Guidelines

A member shall:

Follow ethical hiring practices designed to respect free and open competition without deliberately undermining a competitor.

Preserve intellectual property rights in the marketplace.

Examples of Improper Conduct Under This Provision:

A member employed by a “client organization” shares helpful information with a counseling firm that is competing with others for the organization’s business.

A member spreads malicious and unfounded rumors about a competitor in order to alienate the competitor’s clients and employees in a ploy to recruit people and business.

DISCLOSURE OF INFORMATION

Core Principle Open communication fosters informed decision making in a democratic society.

Intent

To build trust with the public by revealing all information needed for responsible decision making.

Guidelines

A member shall:

Be honest and accurate in all communications.

Act promptly to correct erroneous communications for which the member is responsible.

Investigate the truthfulness and accuracy of information released on behalf of those represented.

Reveal the sponsors for causes and interests represented.

Disclose financial interest (such as stock ownership) in a client’s organization.

Avoid deceptive practices.

Examples of Improper Conduct Under this Provision:

Front groups: A member implements “grass roots” campaigns or letter-writing campaigns to legislators on behalf of undisclosed interest groups.

Lying by omission: A practitioner for a corporation knowingly fails to release financial information, giving a misleading impression of the corporation’s performance.

A member discovers inaccurate information disseminated via a website or media kit and does not correct the information.

A member deceives the public by employing people to pose as volunteers to speak at public hearings and participate in “grass roots” campaigns.

SAFEGUARDING CONFIDENCES

Core Principle Client trust requires appropriate protection of confidential and private information.

Intent

To protect the privacy rights of clients, organizations, and individuals by safeguarding confidential information.

Guidelines

A member shall: Safeguard the confidences and privacy rights of present, former, and prospective clients and employees.

Protect privileged, confidential, or insider information gained from a client or organization. Immediately advise an appropriate authority if a member discovers that confidential information is being divulged by an employee of a client company or organization.

Examples of Improper Conduct Under This Provision:

A member changes jobs, takes confidential information, and uses that information in the new position to the detriment of the former employer.

A member intentionally leaks proprietary information to the detriment of some other party.

CONFLICTS OF INTEREST

Core Principle Avoiding real, potential or perceived conflicts of interest builds the trust of clients, employers, and the publics.

Intent

To earn trust and mutual respect with clients or employers.

To build trust with the public by avoiding or ending situations that put one's personal or professional interests in conflict with society's interests.

Guidelines

A member shall:

Act in the best interests of the client or employer, even subordinating the member's personal interests.

Avoid actions and circumstances that may appear to compromise good business judgment or create a conflict between personal and professional interests.

Disclose promptly any existing or potential conflict of interest to affected clients or organizations.

Encourage clients and customers to determine if a conflict exists after notifying all affected parties.

Examples of Improper Conduct Under This Provision:

The member fails to disclose that he or she has a strong financial interest in a client's chief competitor.

The member represents a "competitor company" or a "conflicting interest" without informing a prospective client.

ENHANCING THE PROFESSION

Core Principle Public relations professionals work constantly to strengthen the public's trust in the profession.

Intent

To build respect and credibility with the public for the profession of public relations.

To improve, adapt and expand professional practices.

Guidelines

A member shall: Acknowledge that there is an obligation to protect and enhance the profession.

Keep informed and educated about practices in the profession to ensure ethical conduct.

Actively pursue personal professional development.
Decline representation of clients or organizations that urge or require actions contrary to this Code.
Accurately define what public relations activities can accomplish.
Counsel subordinates in proper ethical decision making.
Require that subordinates adhere to the ethical requirements of the Code.
Report ethical violations, whether committed by PRSA members or not, to the appropriate authority.

Examples of Improper Conduct Under This Provision:

A PRSA member declares publicly that a product the client sells is safe, without disclosing evidence to the contrary.

A member initially assigns some questionable client work to a non-member practitioner to avoid the ethical obligation of PRSA membership.

PRSA Member Code of Ethics Pledge

I pledge:

To conduct myself professionally, with truth, accuracy, fairness, and responsibility to the public; To improve my individual competence and advance the knowledge and proficiency of the profession through continuing research and education; And to adhere to the articles of the Member Code of Ethics 2000 for the practice of public relations as adopted by the governing Assembly of the Public Relations Society of America.

I understand and accept that there is a consequence for misconduct, up to and including membership revocation.

And, I understand that those who have been or are sanctioned by a government agency or convicted in a court of law of an action that is in violation of this Code may be barred from membership or expelled from the Society.

PRSSA National Bylaws, Policies and Procedures

As amended April 2011

ARTICLE I. Membership

Section I. **Eligibility.** Membership shall be composed of under graduate and/or graduate students, regardless of age, race, color, creed, sex or national origin, who are either public relations majors or have demonstrated an interest in public relations and other related fields shall be eligible for membership. Only those students enrolled in the college or university to which a PRSSA Chapter charter has been granted shall be eligible for membership. Any student meeting the above criteria shall be entitled to membership in PRSSA. Additional Chapter restrictions must be approved by the PRSSA National Committee.

(a) **Affiliate Membership**

International students enrolled in a college or university outside the United States that has passed CEPR Certification are eligible for affiliate membership. Additional restrictions must be approved by the PRSSA National Committee.

(b) **Affiliate Program**

All students, within the United States and internationally, enrolled in a college or university without a PRSSA Chapter may participate in the PRSSA Affiliate Program.

The duration of an Affiliate is one year, with the option to renew. The PRSSA National Committee retains the authority to make benefit changes as necessary.

Section 2. Dues. Chapter membership shall be limited to those students who pay annual national and local dues.

(a) National Dues —

(i) The amount of national dues shall be determined annually by the PRSSA National Assembly with counsel from the National Committee. Chapters must be notified of any proposed change in national dues at least 21 days prior to the National Assembly.

(ii) National dues shall be collected from each member by the Chapter treasurer at the outset of each academic year and sent, with the official form provided by PRSSA headquarters, to the PRSSA Vice President of Education no later than November 1. On payment of such dues, a student is entitled to one full year's membership, extending from November 1 to October of the following year.

(iii) National dues for students joining the Chapter on or after March 1 may be forwarded by the Chapter treasurer, together with the official form provided by PRSSA Headquarters, to the PRSSA Vice President of Education in the spring. On payment of such dues, a student is entitled to one full year's membership, extending from March 1 to the last day of February the following year.

(iv) There shall be no prorating of dues.

(b) Chapter Dues — Each student Chapter shall establish its own local initiation fee and dues structure as may be necessary to carry local expenses and to meet local needs.

Section 3. Rights and Privileges of Membership. Students who have met the membership requirements and have paid the necessary national and Chapter dues shall be eligible for participation in all PRSSA activities at the national and Chapter levels. This shall include the right to serve as a national officer, provided the member has met additional criteria defined in Article III Section 5(a), and the right to serve as a Chapter officer, Assembly Delegate, or National Subcommittee member, as well as entitlement to services provided from National Headquarters as described in the Chapter Handbook.

Section 4. PRSA Associate Membership. An individual who has received a baccalaureate degree and who is a member of a PRSSA Chapter at the time of graduation shall be eligible for Associate membership in the Public Relations Society of America. The PRSSA National President shall be eligible for PRSA Associate membership during his or her term in office.

(a) Method of election to Associate membership —

(i) Application for PRSA Associate membership shall be made on a form approved by the PRSA Board of Directors.

(ii) Applications for PRSA Associate membership must be made within two years following the date of the applicant's graduation, except for the application of the PRSSA National President.

(iii) PRSA Associate membership may be held for a period not to exceed two years after admission to such membership.

ARTICLE II. PRSSA National Committee

Section 1. Composition. The PRSSA National Committee shall be composed of a National President, Immediate Past President, seven Vice Presidents and the *FORUM* Editor in Chief. The Vice Presidents shall be named: Vice President of Advocacy, Vice President of Chapter Development, Vice President of Member Services, Vice President of Professional Development, Vice President of Public Relations, Vice President of Internships/Job Services, and Vice President of Regional Conferences. The National Conference Coordinator shall be an ex officio, nonvoting member of the National Committee. The PRSSA National Committee shall be counseled by one Professional Adviser, one Faculty Adviser and a PRSA Board Liaison, all of whom are appointed annually by the PRSA Board of Directors. The PRSSA National Committee and its Advisers shall have the counsel and assistance of a PRSSA Director, who shall serve as a full-time staff administrator of the student society, and who shall be appointed by the President and COO of PRSA.

Section 2. Responsibility and Authority. The National Committee shall be responsible for managing the business and affairs of the student society and shall operate within the powers granted to it by the PRSA Board of Directors, the PRSA Bylaws, and the PRSSA Bylaws.

Section 3. Voting Members. Voting members (with the exception of provisions in Article II, Section 4 and Article III, Sections 6 and 7) of the National Committee shall be the National President, Immediate Past President and seven Vice Presidents and the *FORUM* Editor in Chief.

Section 4. PRSSA National Advisers. One Professional Adviser and one Faculty Adviser shall serve on the PRSSA National Committee as counselors to the student officers and as representatives of their respective counterparts at the Chapter level. PRSA Advisers shall vote on the chartering of new PRSA Chapters and shall participate as members of ad hoc subcommittees of PRSSA at the request of the National President. Each Adviser of the PRSSA National Committee shall be a Member of PRSA and the Professional Adviser must have earned Accreditation in Public Relations. Recommendations for the appointment of Advisers shall be forwarded to the PRSA Board of Directors by the current committee executive officers. The PRSA Board of Directors, having full authority for such appointments, shall take the committee officers' recommendations into consideration when appointing the National Advisers who take office June 1.

Section 5. PRSSA Director The PRSSA Director serves as full time staff administrator of PRSSA National Headquarters. In addition to acting as general adviser to the PRSSA National Committee, the PRSSA Director shall perform all duties normally incident to the position of controller. The PRSSA Director shall also perform all duties normally incident to the office of Secretary, maintaining PRSSA national records, conducting general correspondence, coordinating services to the PRSSA membership, and performing such additional duties as may be assigned by the PRSSA National Committee or by the PRSA Board of Directors.

Section 6. PRSA Board Liaison. The PRSA Board Liaison shall serve on the PRSSA National Committee as an ex officio member and as a representative of the PRSA Board of Directors. The Board Liaison shall represent PRSSA interests at all PRSA Board meetings, advise and counsel PRSSA on the policies and procedures of PRSA, and assist in promoting interaction between PRSA and PRSSA.

Section 7. Meetings.

(a) Time and location — The time and location of PRSSA National Committee meetings shall be determined by the National President with the approval of the National Committee.

(b) Travel expenses — Members of the National Committee shall be reimbursed for travel expenses incurred when attending National Committee meetings in amounts determined each year by the National Committee at its first annual meeting.

(c) Agenda — The preparation of the agenda for National Committee meetings shall be the responsibility of the National President. It shall be distributed to National Committee members at least ten days before the meeting. Items to be placed on the agenda shall be submitted to the National President at least three weeks in advance of the meeting. Student members of the National Committee shall be eligible for re-election to the National Committee, provided that they continue to fulfill the duties and responsibilities of their office.

(d) Procedure — The National President shall be responsible for the procedure of National Committee meetings.

(e) Quorum — Two thirds of the voting members of the National Committee shall constitute a quorum.

(f) Recording Secretary — A Recording Secretary shall be designated by the National President for each National Committee meeting.

(g) Closed meetings — All meetings of the PRSSA National Committee shall be closed to non members of the National Committee. Special permission to attend National Committee meetings may be granted by the National President.

Section 8. New Officer Orientation. Members of the current National Committee shall annually meet with the newly elected National Committee members during the PRSSA National Assembly to orient new officers.

ARTICLE III. National Officers

Section 1. Officers. Officers of the PRSSA National Committee shall be the National President, Immediate Past President, seven Vice Presidents and *FORUM* Editor in Chief.

Section 2. Terms in Office. Each of the national officers, except the Immediate Past President and *FORUM* Editor in Chief, shall be elected by student Delegates at the annual PRSSA National Assembly meeting to serve for a period of one year, beginning June 1 following the election. The Immediate Past President shall be a member of the National Committee for a term of one year after having served as President. Student members of the National Committee shall be eligible for re election to the National Committee, provided that they continue to fulfill the duties and responsibilities of their office.

Section 3. Ineligibility. A student elected to office on the National Committee shall not be eligible to hold another office simultaneously at the Chapter level.

Section 4. Duties and Responsibilities.

(a) National President — The PRSSA National President shall act as the principal administrative officer of the PRSSA National Committee; serve as liaison with PRSSA Advisers, the PRSSA Director, and the PRSA Board of Directors; organize the agenda and program of the annual National Committee meetings and PRSSA National Assembly meetings; supervise the PRSSA National Conference; organize and supervise PRSSA National Subcommittees; regulate Chapter probation and charter revocation; advise and instruct National Committee members on policies and procedures of the student society; and administer PRSSA Chapter and member award programs. The National President shall be an Associate member of PRSA while in office and shall serve as the official Delegate of PRSSA to the PRSA Assembly.

(b) Immediate Past President — The Immediate Past President shall function as an adviser to the National President and work on special projects. The Immediate Past President shall perform all duties of the National President if the President is absent or unable to perform his or her duties.

(c) Vice President of Advocacy — Responsibilities include, but are not limited to, addressing and creating a forum regarding current events/issues facing the public relations profession and taking an active role to promote ethical conduct and the PRSSA Diversity Initiative.

(d) Vice President of Chapter Development — Responsibilities include, but are not limited to, programming and leadership training.

(e) Vice President of Internships/Job Services — Responsibilities include, but are not limited to, developing and promoting national internship and job directories, services and programs.

(f) Vice President of Member Services — Responsibilities include, but are not limited to, assisting Chapters in membership recruitment and to promote scholarships, awards and competitions.

(g) Vice President of Professional Development — Responsibilities include but are not limited to, promoting and managing programs that facilitate PRSSA/PRSA relations, the PRSA Associate Membership program and the growth and development of student-run PR firms.

(h) Vice President of Public Relations — Responsibilities include, but are not limited to, promoting and managing PRSSA public relations activities to internal and external publics.

(i) Vice President of Regional Conferences — Responsibilities include, but are not limited to, coordinating and supporting activities such as regional conferences and cross-Chapter interaction.

Section 5. Elections.

(a) Eligibility — Candidates for national offices shall be members in good standing and shall be available to maintain PRSSA membership for the duration of service on the National Committee, as well as be enrolled full time in school at least through the fall term while serving on the Committee. Candidates for the National Presidency shall have served on the National Committee for at least seven months. If not more

than one candidate for the National Presidency has served on the National Committee for seven months, the candidacy shall be open to all PRSSA members who meet all other requirements stated above.

(b) Nomination procedure – The nominations for national office shall be submitted to PRSSA National Headquarters on the official form provided at the appropriate time by the PRSSA Director.

(c) Time and location – The election of national officers shall take place annually during the PRSSA National Assembly meeting.

(d) Rules and procedures – National officers shall be elected by Delegates to the PRSSA National Assembly. Elections shall be held under a majority election system. The PRSSA Election Eligibility and Rules Subcommittee of the National Committee shall determine and enforce all other rules and procedures and shall tabulate the results of the election. Disqualification for misconduct or rules violation shall be determined by this Subcommittee.

(e) Installation of new officers – New officers shall be installed at a time designated by the National President during the PRSSA National Assembly meeting.

Section 6. Removal from Office. Any officer of the PRSSA National Committee may be removed for cause by a two thirds vote of the entire National Committee, including PRSSA Advisers and the charged officer, during a special meeting of the National Committee for that purpose. If such a meeting of the Committee is not possible, the case shall be discussed and voted on through a conference call of the National Committee administered by the PRSSA Vice President of Education. Petition for removal must be submitted to all parties concerned at least three weeks before the outset of the official deliberations of the National Committee. All parties concerned shall have the opportunity to present their cases to the National Committee. Grounds for removal shall be misconduct so as to bring discredit to PRSSA or PRSA, dereliction of assigned duties and responsibilities, intentional violation of PRSSA Bylaws, failure to maintain academic standards acceptable to the individual's college or university, and/or expulsion from a PRSSA Chapter for the same reasons. Proceedings of the National Committee in such cases shall be confidential.

Section 7. Vacancies. Vacancies occurring in the offices of National President, Immediate Past President or the seven Vice Presidents shall be filled by a qualified PRSSA member elected by a majority vote of the entire National Committee within 15 days after such vacancy occurs. The PRSSA Director shall appoint a member of the National Committee to conduct these proceedings.

Section 8. Other Officers. The National President shall have the right to appoint additional national officers to coordinate special projects or to chair National Subcommittees. These appointments must be approved by the National Committee.

(a) Such appointed national officers shall serve for a maximum one year period. They shall be considered ex officio members of the National Committee.

ARTICLE IV. National Subcommittees

Section I. Purpose. PRSSA National Sub committees shall be formed from the PRSSA National Committee to appropriately conduct the affairs of the Society and to develop special programs of benefit to PRSSA and its members.

Section 2. **Members.** The National Subcommittees shall be composed of members of the PRSSA National Committee. Other PRSSA and PRSA members may be appointed to these Subcommittees by the PRSSA National President. Each Subcommittee Chair, if a member of PRSSA or an Associate member of PRSA, shall be an ex officio, non voting Delegate to the PRSSA National Assembly and shall be eligible for the same privileges granted to elected Chapter Delegates.

Section 3. **Governance.** The PRSSA National President shall be responsible for establishing and governing the National Subcommittees, with advice and counsel from the PRSSA National Committee, and shall serve as an ex officio member of each.

ARTICLE V. PRSSA National Assembly

Section 1. **Powers and Authority.** The PRSSA National Assembly shall serve as the governing body of PRSSA. It shall have the authority to amend National Bylaws and to elect national officers annually. Bylaw amendments ratified by the PRSSA National Assembly, and approved by the PRSA National Board, shall be acted on by the PRSSA National Committee.

Section 2. **Composition.** The PRSSA National Assembly shall be composed of the student members of the PRSSA National Committee, National Subcommittee Chairs, and one elected Delegate from each active PRSSA Chapter.

Section 3. **Time and Location.** The annual meeting of the PRSSA National Assembly shall be held in the spring of each year; the exact time and central location shall be determined by the National President.

Section 4. **Election of Assembly Delegates.** Each Chapter Assembly Delegate shall be elected annually by a majority vote of the members of the Chapter that he or she shall be representing. To be eligible, Delegates must be members in good standing of the Chapter and have a thorough knowledge of the student society and its National Bylaws. Election of Chapter Delegates must occur at least one month prior to the Assembly meeting, and formal notification must be submitted to PRSSA National Headquarters at a time designated by the PRSSA Director.

Section 5. **Alternates.** Each Chapter shall also elect an alternate Assembly Delegate to represent the Chapter at the PRSSA National Assembly meeting in the absence or disqualification of the official Delegate. The Alternate shall be elected at the same time as the Delegate. The PRSSA Director must be notified immediately if it is determined before the National Assembly that the Alternate shall be replacing the Delegate in the Assembly. If the Alternate replaces the Delegate after the commencement of the National Assembly, the PRSSA National President must be notified immediately.

Section 6. **Delegate Financial Assistance.** To the extent that funds are available, each Assembly Delegate shall receive financial assistance for travel expenses in amounts determined annually by the PRSSA National Committee. If the duly elected Alternate replaces the official Delegate, he or she shall be eligible for the same privileges.

Section 7. **Disqualification.** Delegates who do not attend the Assembly meeting, or who do not responsibly fulfill their duties as Chapter Delegates, shall forfeit their financial assistance from PRSSA. Chapters shall be held responsible for the conduct of their Delegates. Delegates guilty of misconduct may be disqualified by a majority vote of either the sponsoring Chapter or the National Assembly. In this event, the Alternate shall serve as the replacement for the Delegate.

Section 8. **Regulations.** The National President shall preside at all meetings of the National Assembly. Parliamentary procedures shall be adhered to during the Assembly, as specified in the PRSSA National Assembly procedures manual. All voting members must be present at National Assembly; proxy voting shall not be permitted.

Section 9. **Agenda.** The agenda for the National Assembly shall be prepared by the National President and distributed to all Assembly Delegates at least 10 days prior to the National Assembly meeting.

Section 10. **Voting Procedures.** Voting members of the National Assembly shall include elected student members of the National Committee and all Assembly Delegates, except Subcommittee Chairs who shall serve as ex officio members. The presiding officer shall vote only in the case of a tie.

Section 11. **Quorum.** Delegates of one-third of all PRSSA Chapters in good standing shall constitute a quorum at all meetings.

Section 12. **PRSSA National Annual Report.** The PRSSA Annual Report on the Society's major activities shall be delivered by the National President at the Annual Assembly.

ARTICLE VI. National Conference

Section 1. **Purpose.** The annual PRSSA National Conference shall serve as an opportunity for all members of the student society to meet in a designated location to increase their knowledge of public relations and PRSSA and to conduct the annual business of the student society. The National Conference shall also provide PRSSA members with an atmosphere conducive to contact with public relations professionals, educators, and fellow students.

Section 2. **Date and Location.** The PRSSA National Conference shall be held in conjunction with the annual International Conference of the Public Relations Society of America, which is held at a site selected by the PRSA Board of Directors.

Section 3. **Conference Coordinator.**

(a) The National President shall, after reviewing Chapter bids and presentations, and with the approval of the National Committee, annually appoint a PRSSA Chapter to plan, coordinate and conduct the PRSSA National Conference. The selected Chapter shall appoint a Conference Coordinator, provided that this appointment is approved by a majority vote of the PRSSA National Committee. The National President shall serve as adviser of the PRSSA National Conference.

(ii) Pending annual approval of the PRSA Board of Directors, the appointed Conference coordinator may be reimbursed by PRSA for travel expenses incurred while attending PRSA Conference Committee meetings.

(iii) If, after reviewing Chapter bids and presentations, the National Committee determines that none is adequate, the National Committee shall assume responsibility for the coordination of the National Conference.

Section 4. Conference Fees. The registration fee to be charged each PRSSA member shall be determined annually by the student Chapter or committee responsible for the Conference.

Section 5. Agenda. The PRSSA Conference agenda shall be determined by the student planning committee or Chapter with guidance and suggestions from the PRSSA National Committee.

Section 6. Annual Business. Annual business on the agenda for the National Conference shall include national awards presentations, National Committee meetings, and special sessions requested by the PRSSA National President or Director.

ARTICLE VII. PRSSA Publications

Section 1. Each year, the National Committee shall invite active PRSSA Chapters to submit bids for editing, producing and distributing PRSSA national publications (as defined in Sections 2, 3 and 4 of this Article) thirty days prior to the National Assembly. The National Committee shall select one Chapter to serve as the *FORUM* Editorial Staff. The selected Chapter shall appoint an Editor in Chief, subject to the approval of the National Committee. The Editor in Chief shall coordinate the production of the defined national publications. The Vice President of Public Relations shall serve as adviser to the *FORUM* Editorial Staff. If, after reviewing Chapter bids, the National Committee determines that none are adequate, the National Committee shall assume responsibility for producing national publications.

Section 2. FORUM. *FORUM* shall serve as the official newspaper of PRSSA. The number of issues published annually shall be determined by the National Publications Staff, subject to the approval of the PRSSA National Committee. *FORUM* shall be designed to inform PRSSA members of current issues in the student society, PRSA and the public relations profession.

Section 3. Chapter Handbook. The official PRSSA Chapter Handbook, compiled by the PRSSA National Committee, shall be distributed periodically by the PRSSA Director to active PRSSA Chapters and sponsoring PRSA Chapters. The Handbook shall be the official Chapter guidebook and shall include information, suggestions, and procedural guidance for student Chapters, their officers, advisers, and sponsoring PRSA Chapter members. The Chapter Handbook will also contain a complete mailing list of addresses for each PRSSA Chapter in the nation.

Section 4. Other Publications. The PRSSA National Committee may authorize additional publications to meet the needs of the student society.

ARTICLE VIII. Annual PRSSA Activities

Section 1. **Description.** PRSSA shall annually sponsor for its members various national programs and activities which appropriately fulfill and/or accomplish the Society's official "Statement of Purpose." These annual activities may be co sponsored by PRSA or other organizations, associations, corporations, or firms. Programs for annual consideration shall include, but not be limited to, a national awards program for outstanding Chapters, the J. Carroll Bateman Case Study Competition, national campaigns, and annual graduate and undergraduate scholarship programs.

Section 2. **Responsibility.** The PRSSA National Committee, in conjunction with the PRSSA Director and, when applicable, the activity's co sponsor, shall be responsible for planning and coordinating the annual activities of the Society.

ARTICLE IX. Chapter Application

Section 1. Eligibility.

(a) Institutional — Colleges and universities where PRSSA Chapters may be established are limited to those located within United States territory which offer baccalaureate degrees and a sequence of at least five courses in public relations, supplemented by additional courses allied to this field of study. Such colleges or universities must be accredited by a nationally or regionally recognized accrediting association or board. The PRSA Educational Affairs Committee is authorized to consult with and assist colleges and universities in meeting this standard.

(b) Students — The minimum number of eligible students required for establishing a student Chapter is ten, at least one of whom must have satisfactorily completed a public relations course. The remaining students shall either make a written affirmation that they plan to major in public relations or shall demonstrate their interest in public relations by enrolling in at least one course in the subject. All students must be currently enrolled in the college or university applying for the charter. At least eight of the eligible students must be at or below the junior undergraduate level.

(c) Faculty Adviser — The teacher nominated by students for Faculty Adviser shall teach at least one of the public relations courses required for the establishment of a Chapter. The Faculty Adviser shall be a Member or Associate Member of PRSA.

(d) Professional Adviser(s) — Petitioning students must nominate one or two Professional Advisers who shall be Members of PRSA, at least one of whom shall be a Member who has at least five (5) years of professional public relations experience or is Accredited in Public Relations, interested in participating in the development of the student Chapter. Professional Advisers must be members in good-standing of the PRSA Chapter sponsoring the Chapter application and may not be Associate Members.

(e) PRSA Chapter sponsorship — Applications for charters must be endorsed by the President of the sponsoring PRSA Chapter. Four additional members of the sponsoring PRSA Chapter must also sign the application as an indication of personal commitment to provide support to the proposed PRSSA Chapter.

Section 2. Application Procedure. Students interested in petitioning for a PRSSA charter shall obtain an application form and Chapter Handbook from the PRSSA Director at National Headquarters. After completing the form, the students shall submit it to the PRSA Chapter with which they wish to affiliate. Following endorsement by the executive board of the PRSA Chapter, the petition shall be promptly returned to the PRSSA Director.

Section 3. Voting Procedure. Upon receipt of the completed petition, the PRSSA Director shall submit it to the PRSSA National President, the Immediate Past President, the National Faculty Adviser, the National Professional Adviser, and the PRSA Board Liaison to the PRSSA National Committee for review and recommendation. Four out of the five possible votes are required for approval of a charter application. The petition, along with these recommendations, shall then be presented to, and reviewed and voted upon, by the national PRSA Board of Directors. The PRSSA Director shall immediately notify the petitioning institution and the PRSSA National Committee of the Board's action.

Section 4. Charter. When a new student Chapter is approved by the Board, an official charter will be presented to the institution by a PRSA National Officer, or by a PRSA member designated by the President of the sponsoring PRSA Chapter, at a mutually convenient time and place.

Section 5. Chapter Establishment. After the charter has been presented to the new Chapter, the members shall establish the Chapter on campus. National dues must be collected from each local PRSSA member and forwarded to the PRSSA Director at National Headquarters at the next dues-paying period. The PRSA Board, after receiving the recommendation of the PRSSA National Committee, shall have the authority to revoke the new charter if the Chapter is not established on campus, unless an extension of time is granted by the Board.

Section 6. Services. Following the receipt by the PRSSA Director of national dues, the new Chapter shall be eligible for all the rights, privileges, and services of a PRSSA Chapter, as listed in the PRSSA Chapter Handbook.

ARTICLE X. Delinquent Chapters

Section I. Definition. A delinquent Chapter shall be defined as a Chapter where one or more of the following circumstances pertain. The Chapter:

- (a) does not have a program that the PRSSA National Committee feels is active, serving the interests of the students, or advancing the objectives of PRSSA and PRSA;
- (b) does not have a minimum membership of ten for two successive dues-paying periods;
- (c) does not submit the annual national dues for its members to the PRSSA Director by the appropriate dues deadline;
- (d) does not meet a minimum of eight (8) periodic meetings per school year; or
- (e) does not sustain the minimum requirements for establishing a Chapter (Article IX, Section I).

Section 2. **Probation.**

(a) Purpose — Delinquent Chapters shall be placed on probation by the PRSSA National Committee to acknowledge that a problem exists within the Chapter and that assistance may be needed in solving it. A Chapter placed on probation shall continue to be eligible for the rights and privileges of a PRSSA Chapter, provided that its members have paid the necessary national dues.

(b) Enforcement — The PRSSA Director shall notify the delinquent Chapter within two weeks of the National Committee's decision to place it on probation. Copies of the notification shall be sent to PRSSA National Committee members, the Faculty and Professional Advisers of the delinquent Chapter and the President of the sponsoring PRSA Chapter. The PRSSA Director shall be responsible for officially recording such action.

(c) Duration — A Chapter placed on probation shall have one year to correct its charged violation. Once the problem is corrected, the Chapter may be granted its previous status by the PRSSA National Committee.

(d) Dismissal — Any Chapter placed on probation which has not corrected the charged violation during the one-year probationary period shall be eligible for dismissal following the normal dismissal procedures outlined in Section (3).

Section 3. Charter Revocation. If a delinquent Chapter does not correct its charged violation by the end of the one year probationary period, the PRSSA National Committee shall implement one of two options: they may extend the delinquent Chapter's probation for another year, or recommend to the PRSA Board of Directors that the Chapter's charter be revoked. The PRSSA Director shall immediately notify the delinquent Chapter and other appropriate individuals of the National Committee's recommendations for revocation. The PRSA Board of Directors shall vote on the revocation of the said charter at its first meeting following such notification, based on the information provided by the PRSSA National Committee and, if available, from the delinquent Chapter.

Section 4. Reinstatement of Charter. If revocation of a charter should occur, members of the former Chapter may re-petition for a charter when the charged violations are duly corrected.

ARTICLE XI. Geographic Boundaries

Section 1. Formation. The PRSSA National Committee shall have the authority to determine the geographic boundaries for the student society, pending approval from the PRSA Board of Directors.

ARTICLE XII. Chapters

Section 1. Formation. PRSSA Chapters shall be established only at colleges or universities that meet the necessary requirements and have received a formal charter from the PRSA Board of Directors.

Section 2. Name. Each PRSSA Chapter shall officially be known as the "(name of college or university) Chapter of PRSSA," unless special permission is granted by the PRSA Board of Directors for an alternate title.

Section 3. Membership. Chapter membership shall be composed of only those students who meet the requirements for PRSSA membership and have paid the necessary national and Chapter dues. Chapter members also must be enrolled in a course or courses at the college or university to which the Chapter charter was granted. A student may not be a member of more than one PRSSA Chapter simultaneously.

Section 4. Dues. Each student Chapter shall establish its own initiation fee and individual dues structure as may be necessary to carry local expenses and shall limit membership to those paying such dues.

Section 5. Constitution. Each PRSSA Chapter shall have a Chapter Constitution which must be approved by the PRSA Board of Directors to become effective. All articles in the Chapter Constitution shall adhere to the PRSSA Bylaws.

Section 6. Officers.

(a) **Titles** — Each Chapter shall elect annually a President, Vice President, Secretary, Treasurer, Historian, Public Relations Officer, National Assembly Delegate, and Alternate Delegate. The offices of Treasurer and Secretary may be combined. In addition, the Assembly Delegate and Alternate may simultaneously hold another office within the Chapter. Other Chapter officers may be elected to handle local needs, based on the rulings set forth in the Chapter's Constitution.

(b) **Duties and responsibilities** — The duties of the President, Vice President, Secretary, Treasurer (or Secretary Treasurer), Public Relations Director, Historian, National Assembly Delegate, and Alternate shall be such as usually pertain to the offices they hold. Specific duties and responsibilities of these and other officers elected by the Chapter shall be cited accordingly in the Constitution of each Chapter, based on local needs and suggestions provided in the PRSSA Chapter Handbook.

(c) **Elections** — Election of Chapter officers and advisers shall be held before April 15, with those elected assuming office the following June 1 for one calendar year. One third of the dues paying membership of the Chapter shall constitute a quorum. A simple majority vote of the quorum is required for election to office.

(d) **Removal from office** — Any Chapter officer or adviser may be removed for cause by a two thirds vote of the quorum or a majority of the mail ballot of the entire dues-paying membership. Petition for removal signed by at least 10 percent of the Chapter membership must be submitted to all parties concerned, no less than three weeks in advance of a special meeting called to consider this petition. At this special meeting, all parties concerned shall have the opportunity to present their case. If two-thirds of the dues-paying members are in attendance, they shall constitute a quorum and the vote will be taken. If less than two-thirds of the dues-paying members are in attendance, balloting will be conducted by mail. All ballots must be sent within three business days following the meeting and returned to the faculty adviser within 14 days of the meeting. This ballot shall include statements from all parties concerned. All ballots will be counted by a committee appointed by a majority vote of the Chapter officers. Grounds for removal shall be misconduct to bring discredit to PRSSA or PRSA, dereliction of assigned duties, intentional violation of PRSSA Bylaws, or the Chapter Constitution, and/or failure to maintain acceptable academic standards.

Proceedings in such cases shall be confidential. A removed officer shall be replaced by one elected by a majority vote of the Chapter membership.

Section 7. Faculty Adviser. Each Chapter shall elect annually a Faculty Adviser who shall be the official faculty representative in and to the Chapter, and who shall act as the official link between the student Chapter and PRSA. To be eligible for election, a Faculty Adviser shall be a teacher of at least one of the public relations courses required for the establishment of a PRSSA Chapter. Faculty Advisers shall be PRSA Members or Associate Members.

Section 8. Professional Adviser. Petitioning students must nominate one or two Professional Advisers who shall be Members of PRSA, at least one of whom shall be a Member who has at least five (5) years of professional public relations experience or is Accredited, interested in participating in the development of the student Chapter. Professional Advisers must be members in good standing of the PRSA Chapter sponsoring the Chapter application and may not be associate members. To facilitate the students' election of Professional Advisers, the officers of the sponsoring PRSA Chapter shall nominate eligible members of their Chapter annually as possible Professional Advisers and submit the names to the student group for ratification. While the PRSSA Chapter is not obliged to choose the submitted nominees, any Professional Advisers elected annually must be a Member of PRSA and must agree to volunteer his or her time for the betterment of the students and the student Chapter. Professional Advisers shall not counsel more than one PRSSA Chapter at the same time.

Section 9. Meetings. Each Chapter shall meet at least once during each month that school is in session at a designated location within the campus community.

Section 10. Services. Each PRSSA Chapter shall be eligible for services provided by the PRSSA national officers, PRSSA Director, and the PRSA, as specified in the PRSSA Chapter Handbook.

Section 11. Chapter Activities. All activities of a PRSSA Chapter must be taken in the name of the Chapter. PRSSA Chapters may not merge with other organizations. No Chapter activity shall impose any liability or obligation upon PRSA. Membership in PRSSA does not confer membership in PRSA, except for the provision in Article I, Section 4.

ARTICLE XIII. PRSSA National Insignia

Section 1. Copyright. The Public Relations Student Society of America name and logotype are copyrighted and may not be altered. Any revisions in the name or logo must be formally approved by the PRSSA National Assembly, the PRSSA National Committee and the PRSA Board of Directors.

Section 2. National Use. The design of official Society stationery, certificates, keys, charms, and other insignia or official documents of PRSSA shall be determined by the PRSSA National Committee, in cooperation with the PRSSA Director.

Section 3. Chapter Use. Student Chapters shall have the authority to use the unaltered PRSSA name and logotype on local publications, stationery, certificates, documents, and

memorabilia. However, the acquiring of pins or other insignia shall not be a requirement for obtaining or maintaining membership in any Chapter of PRSSA.

ARTICLE XIV. PRSSA National Bylaws

Section 1. **Amendments.** Amendments to these Bylaws may be proposed by (1) the PRSSA National Committee, or (2) a PRSSA National Assembly Delegate, or (3) by majority vote of a PRSSA Chapter, provided that the text of the proposed amendment in all cases is submitted to the National President 30 days prior to the annual meeting of the PRSSA Assembly and provided that notification of the proposed amendments is given to all Assembly Delegates, Chapter Presidents, and members of the PRSSA National Committee 21-days prior to that meeting. Chapters must be notified of any proposed change in national dues at least 21-days prior to the National Assembly.

Section 2. **Adoption.** An amendment to the National Bylaws so proposed requires a two thirds vote of the Delegates present at the annual meeting of the National Assembly, provided that the number present and voting constitutes a quorum. An amendment thus adopted becomes effective only after having been approved by the PRSA Board of Directors at the first meeting thereof, following the PRSSA National Assembly meeting. An amendment to PRSSA Bylaws must directly coincide with and adhere to the text of the PRSA Bylaws. Amendments made to the PRSA Bylaws affecting the student society shall be immediately added to the PRSSA Bylaws and shall not require the approval of the PRSSA National Assembly or National Committee to become effective.

Section 3. **Distribution.** The PRSSA Director of Education shall be responsible for incorporating amendments adopted and properly approved into the PRSSA Bylaws on an annual basis. Copies of the current Bylaws shall be distributed annually to each PRSSA Chapter, sponsoring PRSA Chapters, and members of the PRSSA National Committee.



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