



Membership involves you.

PRSSA
Public Relations
Student Society
of America



Membership invo

PRSSA Membership

Put yourself at the center of a vibrant community of peers and professionals throughout the nation and every industry by joining PRSSA, the world's foremost pre-professional society for students interested in public relations.

We are committed to provide our 10,000 members meaningful professional development, practical career resources, leadership experience and résumé-enhancing recognition.

We are assisted by the Public Relations Society of America (PRSA), an association of more than 22,000 public relations professionals. PRSA established PRSSA in 1968 to build mutually beneficial relationships between students and practitioners.

Our Mission

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

Our Vision

The PRSSA vision, G.E.A.R.S., is a set of long-term goals for the advancement of the Society and helps members understand how they fit into PRSSA's mission.

- **Growth.** Become the largest, most respected, widely recognized organization for pre-professionals interested in public relations.
- **Education.** Enhance the future professional through leadership, classroom preparation and experience.
- **Advancement.** Move the public relations profession forward through public awareness, ethics and diverse representation.
- **Relationships.** With PRSA, facilitate a free idea interchange through professional relations, practical training and mentoring.
- **Students.** Provide national, regional and local opportunities to network, share ideas and grow professionally.

Your Membership Experience Begins at PRSSA.org

Make your first stop www.prssa.org. Access job and internship listings; download scholarship applications; browse professional development event schedules; look up fund raising ideas; and contribute to the publications, PRSSA blog and listservs.



olves you.

“I owe my PR career to PRSSA. The diversity of experience I gained as PRSSA National President was the greatest learning experience of my life. PRSSA is simply the best investment a student can make. PRSSA gave me leadership and professional experience; life-long friendships that span the nation; and mentors who have been my lifeline throughout my career. Its value to my career has been, simply, ‘priceless’.”

— Gail Liebl, APR, director of corporate communications, Travelers

Publications

FORUM is PRSSA’s national newspaper, printed three times each academic year. **FORUM** gives you news about the Society, tells you how to get involved, provides job hunting tips and examines professional trends. Contributing to **FORUM** enhances your portfolio with national exposure.

Connecting With PRSSA is a bimonthly leadership online newsletter for PRSSA Chapters. Full of information on the Society, initiatives and events, **Connecting With PRSSA** helps Chapter leaders synchronize their activities with national programs.

Biweekly Updates come to you every other week with information about national events, regional activities, PRSSA news and Chapter best practices.

PRSSA Annual Report highlights the achievements of the past school year, recognizes new Chapters and scholarship and award winners, and provides vision for the Society’s future.

Chapter News is your Chapter’s chance to get national attention for upcoming events, accomplishments and leadership.

Professional Publications. *Issues and Trends* is a daily e-mail reporting news and issues impacting the profession and the professional. You’ll also receive *Public Relations Tactics*, PRSSA’s acclaimed monthly newspaper.

Web Resources

PRSSA Blog, where you can read, comment and post at www.prssa.org/blog.

PRSSA Listservs connect you with peers nationwide who discuss professional trends, academic challenges and Chapter practices.

Competitions

Bateman Competition offers cash prizes for the best student-created and implemented campaigns for real clients.

Day-of Competition challenges students to create a campaign for a real client on deadline.

National FUNdraising Bowl takes place January through April. Chapters submit best practices, and winners are drawn randomly each month.

Scholarships & Awards

Individual Scholarships recognize members’ achievements in internships, ethics, advocacy of the profession and leadership. Entries generally require essays, recommendation letters, résumés and application forms.

Teahan Chapter Awards recognize outstanding PRSSA members, alumni and faculty advisors. Sponsored by Champions For PRSSA, monetary awards are offered in the following categories:

- Outstanding Chapter
- Chapter Development
- PRSA/PRSSA Relationship
- Community/University Service
- Regional Activity
- Diversity
- Faculty/Professional Advisor
- Chapter Newsletter/Web site/Firm

Star Chapter Award is an annual honor for Chapters that meet PRSSA’s standards for vitality and success. Qualifying Chapters are named “Star Chapters.”

Enhance your education. Extend your network. Prepare for success.

Events

National Conference is the largest annual gathering of public relations students. Each fall, you're invited to spend five days forging relationships with peers and professionals; attending workshops, networking events and socials; participating in a career development exhibition; and more.

The PRSSA Conference happens concurrently with the PRSA International Conference to facilitate networking between students and professionals.

National Assembly allows one delegate from each Chapter to vote on proposed changes to the PRSSA National Bylaws and elect the next year's National Committee. Any members interested in leadership training may attend this event and participate in the Day-of Competition.

Leadership Rally gathers Chapter Presidents in Scottsdale, Ariz., for two days of workshops and leadership training. Attendees network with other members to brainstorm solutions to challenges, generate ideas for successful programs and learn to be a knowledgeable resource.

Regional Activities are a chance to get valuable professional development and meet other members within your area. Regional Activities offer host Chapters the opportunity to plan a national event. Chapters interested in hosting a regional activity should review the Regional Activity Handbook on the PRSSA Web site.

Networking Groups

Sponsoring PRSA Chapters are assigned to PRSSA Chapters and are a resource through which you can network, find mentors and learn about best practices.

Champions For PRSSA is an informal group of professionals who enhance students' public relations education by volunteering as mentors and contributing to PRSSA scholarships and awards.

PRSSA Chapters are at about 300 colleges and universities across the United States and in Argentina. Through your Chapter, you can run for leadership positions, be mentored by your Professional and Faculty Advisors, befriend the peers who will become your colleagues, and meet local PRSA professionals.

National Committee is comprised of 10 PRSSA members and two PRSA members, most elected at National Assembly, who lead society initiatives and assist Chapter leaders and members. You can gain national leadership experience by running for a National Committee position.

PRSSA Advisors are one educator and one professional who volunteer to support your Chapter. They are one of your most accessible resources as you study, obtain internships and look for a job.

Career Resources

PRSSA JobCenter www.prssa.org/jobcenter

Find your next internship or job, and publish your résumé in PRSSA's JobCenter, the Society's most targeted resource for matching students and employers. Your Chapter leadership can provide your Chapter login so you can create a profile.

PRSA Jobcenter www.prssa.org/jobcenter

Expand your job and internship search using the PRSA Jobcenter, where you can sign up for job alerts, access career-related articles and post your résumé.

PRSA Associate Membership is a chance for you to jump start your career for just \$60 (regular PRSA dues are \$225 per year). To qualify, you must be a PRSSA member when you graduate. You can join up to five months before graduation and renew at the discounted rate for up to two years. Associate membership only applies to national dues.

PRSA New Professionals Section helps members transition from PRSSA to PRSA by providing exclusive services to new public relations professionals. PRSA members join for \$20 per year, and can participate in their first three years of professional work. Benefits include mentoring, national networking, and access to electronic newsletters and teleseminars.

Publications www.prssa.org/publications

PRSSA Blog www.prssa.org/blog

Listserves www.prssa.org/community

Scholarships www.prssa.org/resources/MemberAwards.asp

Events www.prssa.org/events

Associate Membership www.prssa.org/about/associate.asp

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