

PRSSA

Public Relations
Student Society
of America

ANNUAL REPORT 2014–2015



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PRESIDENT'S LETTER

Dear PRSSA Members and Friends of PRSSA,



The Public Relations Student Society of America (PRSSA) Annual Report provides a snapshot of the Society's past year. This report features the achievements of our 348 Chapters in the United States and South America, as well as our nearly 11,500 Chapter members and Affiliates.

During the 2014–2015 academic year, PRSSA members participated in national events, National Initiatives, competitions and other member benefits. Our members contributed to the successes highlighted in this report, and our Society's progression is a direct result of their hard

work and dedication to the public relations profession.

The PRSSA 2014–2015 National Committee volunteered a number of hours to help this Society grow and improve. I thank them for their dedication to service and leadership in helping our members maximize their time in PRSSA.

As you read the PRSSA Annual Report, I hope you will reflect on your own Chapter's year and the lessons you learned. PRSSA is an incredible Society, and I am grateful to have had the pleasure of serving as its National President.

Best regards,

A handwritten signature in cursive script that reads 'Heather L. Harder'.

Heather Harder
2014–2015 PRSSA National President

2014–2015 NATIONAL COMMITTEE



National President: Heather Harder
Immediate Past President: Brian Price
Vice President of Advocacy: Eric Winkfield
Vice President of Career Services: Jonathan Hill
Vice President of Chapter Development: Paige Weber
Vice President of Member Services: Jordan Paquet
Vice President of Professional Development: Dea Pennington
Vice President of Public Relations: Ethan Parry
Vice President of Regional Conferences: David Lee Watta
Publications Editor in Chief: Laura Daronatsy

Not Pictured

National Professional Adviser: Don K. Egle, MBA, APR, ABC
National Faculty Adviser: Robert “Pritch” Pritchard, APR, Fellow PRSA
PRSA Board Liaison: Kelly Davis, APR
PRSA Board Liaison: Bonnie Upright, APR
Vice President of Education: Jeneen Garcia

EVENTS

PRSSA 2014 Leadership Rally: Scottsdale

Leadership Rally is the foundation for a Chapter president's successful term — a weekend of leadership training, networking and fun held each summer in Scottsdale, Arizona. Immediate Past President Brian Price served as chair of the 2014 Leadership Rally. The PRSSA 2014 Leadership Rally featured:

- 73 attendees.
- A keynote presentation and interactive workshop led by Ron Culp, director, DePaul University graduate public relations and advertising program.
- Four sessions focused on equipping Chapter presidents to lead successful terms: "Communications for Chapter Leadership," "Delegation to Managing a Team," "Conflict Management/Resolution" and "Preparing for Leadership — Ethics, Diversity and Traits."

PRSSA 2014 National Conference: Washington, D.C.

The PRSSA 2014 National Conference, co-hosted by the American University and University of Maryland Chapters of PRSSA, brought more than 1,000 PRSSA members to the nation's capital to discuss industry trends, network with peers and professionals, develop leadership skills and enhance their knowledge of the public relations profession.

The Conference also featured eight Chapter Development Sessions hosted by:

- DePaul University
- Kent State University
- Ohio University
- Iowa State University
- Drake University
- Richard Stockton College of New Jersey
- Grand Valley State University
- University of Oklahoma

Attendees learned from networking events, professional development sessions and keynote

speakers. The event featured a keynote from Powell Tate President Pam Jenkins, a Chapter presidents' workshop led by Heyman Associates' T.R. Straub and the annual Living Legends panel. Attendees participated in the Community Service Initiative by donating travel-sized toiletries to Access Housing Inc.

The PRSSA 2014 National Conference was generously sponsored by the American University Kogod School of Business; the American University School of Communications; Burson-Marsteller; Champions for PRSSA; Edelman; General Motors; The Plank Center; Powell Tate; Rasky Baerlein Strategic Communications; Spectrum; the University of Maryland, College Park; Weber Shandwick; and the West Virginia University Online Integrated Marketing Communications Graduate program.

PRSSA 2015 National Assembly: Portland, Oregon

National Assembly is a fundamental event for PRSSA, with a special focus on the Society's rising leaders. Each Chapter is expected to send one delegate to vote on behalf of his or her Chapter.

During Assembly, delegates heard speeches from 23 members who ran for eight positions on the PRSSA 2015–2016 National Committee. Two Chapters submitted bids for *FORUM*. There were 132 delegates and 200 overall attendees.

National Assembly featured a keynote from Dr. Victoria Trapp, global transition manager at Nike Inc.; a session led by Jenny Moede, Oregon Story Board executive director; and three Leadership Training Sessions, titled "Risk Management: Navigating Difficult Conversations," "Guiding Your Chapter to the National Level" and "Peer Leadership: Today a Leader, Tomorrow a Legacy."

Forty-seven members competed in the Day-of Competition, which was sponsored by the Universal Accreditation Board.

EVENTS

PRSSA 2015 Regional Conferences:

Each spring, PRSSA Chapters host Regional Conferences, events endorsed by PRSSA National in regions around the country. These events are planned, hosted and attended by PRSSA Chapters and provide opportunities for members to increase their knowledge of the profession, expand their skills and network with fellow students and professionals.

This year, PRSSA:

- Offered a #Bid2Host Twitter chat.
- Moderated a series of Regional Conference training webinars.
- Hosted a Regional Conference working ideation session at the National Conference.
- Created a speaker database to continue from year to year.

PR Industries Defined: #PluggedintoPR
Penn State University
February 6–7

PR Advanced: Breaking Barriers
Boston University
February 20–21

Topping the Charts
Biola University
February 20–21

PR Elevated: Aspiring to New Heights
Utah Valley University
February 23–25

Developing a Well-Rounded Professional
Marist College
February 27–28

The Loop Chicago: DIVERGENT
Columbia College Chicago and Loyola University Chicago
March 20–21

NASHvantage: Entertainment PR Beyond the Music Industry
Belmont University
March 20–22

Brand Yourself: The Art of Reputation Management
Georgia Southern University
March 28

Expect the Unexpected
Drake University
April 10–12

The Building Blocks of a Brand
University of Nebraska Omaha
April 17–19



COMMUNITY & COMMUNICATION

Social Media

- Increased Facebook fans by 17 percent, from 5,946 to 6,977 fans.
- Increased Twitter followers by 18 percent, from 25,400 to 29,878 followers.
- Increased Instagram followers by 58 percent, from 826 to 1309 followers.
- Increased Pinterest followers by 37 percent, from 562 to 770 followers.
- Hosted nine Twitter chats focused on topics such as securing internships, Chapter growth, ethics and diversity.
- Published 49 Chapter News.
- Partnered with The Plank Center for Leadership in Public Relations for #BetsyDay, a celebration of PRSSA's godmother, Betsy Plank.
- Partnered with Champions for PRSSA for a social media campaign that highlighted individual Champions and their willingness to serve students.

Progressions

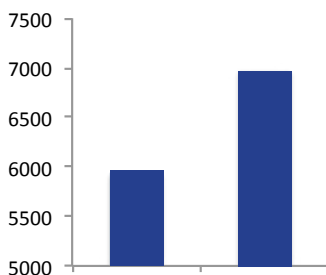
- Published more than 100 blog posts from PRSSA members and professionals, including Twitter chat recaps, current event articles, listicles, videos, infographics, national event recaps and more.

- Averaged 2,519 monthly blog visits by an average of 2,133 visitors.
- Averaged 3,633 monthly page views.
- Gained 50 comments on 22 blog posts, with more extensive discussions on Facebook posts.
- Continued successful series for Ethics Month and PRSA/PRSSA Relationship Month, and started a series for Diversity Month.
- Launched a new Progressions City Series to introduce readers to the public relations industry in various cities and areas, as well as a Dear Chapter Development series focused on commonly asked questions regarding Chapter improvement and functionality.

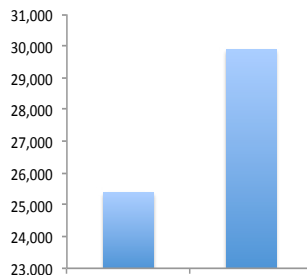
FORUM

- Switched publishing platforms from Issuu to Joomag, resulting in increased multimedia content abilities and more extensive metrics.
- Published three issues, collectively viewed more than 9,500 times.
- Increased articles by 12 percent to 47 total articles.
- Incorporated a video component to the issues for the first time.

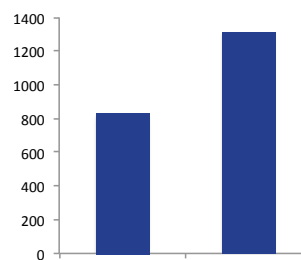
FACEBOOK



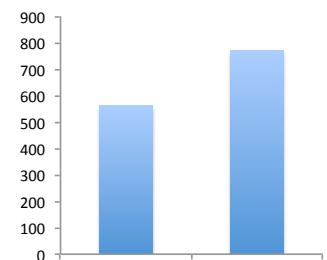
TWITTER



INSTAGRAM



PINTEREST



PROFESSIONAL DEVELOPMENT

PRSA Associate Membership

From 2014–2015, PRSSA had 569 members who transitioned into PRSA as Associate Members.

PRSSA members may join PRSA as an Associate Member up to five months before or two years after graduation. Transitioning from PRSSA to PRSA as an Associate Member results in a savings of nearly \$200 per year.

PRSSA Internship Center

The PRSSA Internship Center is a comprehensive, online hub of internship opportunities and career resources for PRSSA members.

This year, the PRSSA Internship Center:

- Acquired 125 internship postings and 127 new Internship Center employers.
- Acquired 1,244 new Internship Center candidates.
- Maintained 13,629 active Internship Center logins.
- Implemented its first request for proposal for a Nationally Affiliated Student-Run Firm to assist with the Internship Center's development; selected Lindsey + Asp at the University of Oklahoma.

PRSSA/PRSA Relationship

Throughout the year, PRSSA encourages members to connect with their local PRSA sponsors. Each October, PRSSA celebrates PRSSA/PRSA Relationship Month to increase awareness of the professional development students can gain from connecting with local PRSA Chapters. In 2014, Chapters were encouraged to network with local

PRSA professionals by planning programming focused around mentoring.

Relationship Month activities included a PRSA New Pros mixer at National Conference, promoting the PRSA Diversity Mixer at National Conference and a Twitter chat regarding cultivating PRSSA/PRSA relationships.

Student-Run Firms

Through PRSSA student-run firms, students have the opportunity to work with real clients and learn effective time management skills in the process of developing and implementing campaigns.

Though there are more than 100 student-run firms around the country operated by PRSSA Chapters, only those among the upper echelons are Nationally Affiliated by PRSSA. As of May 2015, PRSSA had 26 Nationally Affiliated Student-Run Firms.

This year, PRSSA:

- Nationally Affiliated one new student-run firm.
- Nationally re-Affiliated seven student-run firms.
- Hosted a student-run firm workshop and student-run firm leader mixer at National Conference.
- Oversaw the Student-Run Firm Leader Facebook group, a group of 150 students who shared advice, successes and challenges of leading a student-run firm.
- Continued to recognize "Firm of the Issue" in all three issues of *FORUM*.

CHAPTER DEVELOPMENT

Chapters Chartered

There are currently 348 Chapters of PRSSA. From June 2014 to May 2015, the following universities received charters to establish a PRSSA Chapter:

- California Lutheran University
- Jacksonville State University
- Old Dominion University
- Rider University
- Sacred Heart University
- Southern New Hampshire University
- Universidad de San Martín de Porres

Pacesetter Chapter Recognition

The Pacesetter recognizes a Chapter's success in the areas of membership, national participation or Chapter development. Chapters may be nominated by members or the PRSSA National Committee.

Recipients of the recognition included:

- Marist College
- Kent State University
- University of Oklahoma
- Otterbein University
- Sacramento State University
- Central Michigan University

FUNdraising Bowl

In its 12th year, the FUNdraising Bowl allows Chapters to submit successful fundraising ideas to be included in the FUNdraising Playbook and for a chance to raise money for National Conference. The FUNdraising Bowl monthly winners were:

- February: Liberty University
- March: Indiana Wesleyan University
- April: Cal Poly San Luis Obispo

Affiliate Membership

The Affiliate Program was created in 2006 to provide professional development opportunities and select member benefits to students at schools that do not meet the requirements to charter a Chapter. During 2014–2015, PRSSA Affiliate membership increased by 54 percent to 63 Affiliates.

SCHOLARSHIPS & AWARDS

PRSSA annually offers more than \$30,000 in individual and Chapter awards and scholarships. Funding is provided by the PRSA Foundation, PRSA members and families, public relations agencies and Champions for PRSSA. Scholarship and award winners received recognition at the PRSSA 2014 National Conference in Washington, D.C.

CHAPTER AWARDS

Dr. F.H. Teahan National Chapter Awards

- Outstanding Chapter: Kent State University
- Chapter Newsletter: Louisiana State University
- Regional Conference: Boston University
- Faculty Adviser: Bonnie Riechert, APR, Fellow PRSA, Belmont University
- Professional Adviser: Gloria Barone Rosanio, APR, Rowan University
- Chapter Firm: Rowan University
- Community Service: Loyola University Maryland
- University Service: Utah Valley University
- Chapter Website: Utah Valley University
- Chapter Development: Florida Memorial University
- PRSA/PRSSA Relationship: University of Nebraska Omaha
- Chapter Diversity: No Winner

Star Chapter Award

- American University
- Belmont University
- Biola University
- Boston University
- Capital University
- Drake University
- Florida Memorial University
- Grand Valley State University
- Illinois State University
- Indiana University
- Kent State University

- Louisiana State University
- Marist College
- Northern Michigan University
- Ohio Northern University
- Ohio University
- Sacramento State University
- San Diego State University
- The Ohio State University
- University of Delaware
- University of Florida
- University of Nebraska–Lincoln
- University of Nebraska Omaha
- University of North Texas
- University of Texas at San Antonio
- University of Wisconsin–Eau Claire
- University of Wisconsin Oshkosh
- University of Wisconsin–Stevens Point
- Utah Valley University
- Virginia Tech University
- Waynesburg University

Student-Run Firm Awards

- Best Tactic: Biola University
- Best Campaign: Syracuse University and University of South Carolina

INDIVIDUAL AWARDS

National Gold Key Award Winners

- Jessica Airey, Biola University
- Makenzie Albracht, Belmont University
- Mary Anna Davis, Belmont University
- Christine Boddy, University of Georgia
- Alexandra Bosshard, University of Georgia
- Erica Brown, Sacramento State University
- Benjamin Butler, Geneva College
- Cindy Deng, Kent State University
- Katie Depriest, Western Kentucky University
- Joy Glaze, University of Georgia
- Abigail Jensen, University of Georgia
- Whitney Jinks, University of Georgia
- Meghan Kanter, University of Georgia

SCHOLARSHIPS & AWARDS

- Jacquie McMahon, University of Alabama
- Michelle Meisinger, University of Nebraska Omaha
- Jenna Mosley, American University
- Mallory Richardson, Louisiana State University
- Megan Romero, University of Nebraska Omaha
- Mike Sanchez, California State University, Fresno
- Arielle Schrader, Belmont University
- Alayna Shamy, Loyola University Maryland
- Samantha Slappey, University of Georgia
- Hilary Stoeberl, University of Wisconsin Oshkosh
- Ariana Trevino, University of Texas at San Antonio
- Rebecca Vollmer, University of Wisconsin–Stevens Point
- Philip Volmar, Brigham Young University
- Helma von Zadow, Alabama State University

National President's Citation Winners

- Jessica Airey, Biola University
- Makenzie Albracht, Belmont University
- Angela Eastep, University of Nebraska Omaha
- Lauree Frechette, University of Wisconsin Oshkosh
- Jenna Mosley, American University
- Jordan Paquet, Northern Michigan University
- Adam Piccin, Otterbein University
- De'Andra Roberts, Louisiana State University
- Arielle Schrader, Belmont University
- Ariana Trevino, University of Texas at San Antonio
- Helma von Zadow, Alabama State University

Atschul Champions for PRSSA Outstanding Internship Award

Sophie Frankham-Smith, University of Georgia
Internship Provider: Children's Healthcare of Atlanta

Daniel J. Edelman/PRSSA Award for the Outstanding Public Relations Student

Rachel Pipan, Auburn University
Elizabeth "Annie" Swenson, University of Georgia

Ruth Edelman/PRSSA Award for Achievement in Women's Leadership Development

AnLi Kelly-Durham, American University

PRSSA Hall of Fame Induction

Kevin Saghy, Ohio Northern University,
Manager of Communications for the Chicago Cubs

Elaine Averick Outstanding National Committee Member Award

Paige Weber, Louisiana State University,
Vice President of Chapter Development

SCHOLARSHIPS

Betsy Plank/PRSSA Scholarships

- First Place: Megan Bayles, Waynesburg University
- Second Place: Rachel Pipan, Auburn University
- Third Place: Brittnee Jones, University of Georgia

Chester Burger Scholarship

Nicole Kunshek, Northwestern University

Gary Yoshimura Scholarship

Aparna Kumar, University of Texas at Austin

Lawrence G. Foster Award

Jaclyn LeBatard, University of South Alabama

Marcia Silverman Minority Student Award

Andrea Gils Monzon, Southeast Missouri State University

John D. Graham Scholarship

- First Place: Rachel Pipan, Auburn University
- Runner Up: Lauryn Botterman, Syracuse University
- Runner Up: Andrea Cepeda, University of Florida

Neumeier Family Leadership Award

Alyssa Stafford, University of Georgia

SCHOLARSHIPS & AWARDS

PRSA Diversity Multicultural Scholarship

- JoLena Broussard, Louisiana State University
- Rachel Christie, La Salle University

Ron Culp Scholarship for Mentorship

Melaina Lewis, Ohio University

Stephen D. Pisinski Memorial Scholarship

JoLena Broussard, Louisiana State University

Robin M. Urbanski Memorial Scholarship

Victoria Lawhorn, Indiana University

Ofield Dukes Multicultural Student Award

Maya Chapman, Virginia Tech University

COMPETITIONS

Rowan University National Organ Donor Awareness Award

- First Place: Louisiana State University
- Second Place: University of Wisconsin Oshkosh and University of Nebraska Omaha

2015 Day-of Competition

The PRSSA 2015 Day-of Competition was sponsored by the Universal Accreditation Board (UAB), also serving as our client. This year, 47 members participated in Day-of Competition.

The winning team members were:

- Jon Kovach, Utah Valley University
- Victoria Lewis, Belmont University
- Amanda Moline, Ohio University
- Kaitlin Goins, University of Alabama

Bateman Case Study Competition

The PRSSA 2015 Bateman Case Study Competition challenged teams to increase awareness of youth bullying. PRSSA Headquarters received 60 entries for the PRSSA 2015 Bateman Case Study Competition.

Of these submissions, 13 entries received honorable mention and three were chosen as finalists to present their campaigns to a panel of judges on Friday, May 8, in Chicago.

Finalists

- First: Loyola University New Orleans
- Second: University of Florida
- Third: University of South Carolina

Honorable Mentions

- Brigham Young University–Idaho — Advance PR
- Brigham Young University–Idaho — S&E Agency
- California State University, Long Beach
- Central Washington University
- Chapman University Team 1
- Minnesota State University Moorhead — Family Ties
- Minnesota State University Moorhead — Insight Communications
- Minnesota State University Moorhead — The Dragonflies
- Lee University
- Samford University
- University of Georgia
- University of Nebraska–Lincoln — Team Apex
- University of Nevada, Reno