

BIG DREAMS, SMALL PROGRAMS

CREATING HIGH-QUALITY PUBLIC RELATIONS EXPERIENCE WITH
LIMITED RESOURCES

Drake University PRSSA



BIG DREAMS:

Host a Regional Conference

Speak at a PRSSA National Conference

Be Recognized for Achievements on Campus

2014 PR Student of the Year



SMALL PROGRAMS

Small Campus: 3,000 Undergrad students

150 Public Relations Students

160 Organizations on Campus



CREATIVE FUNDRAISING



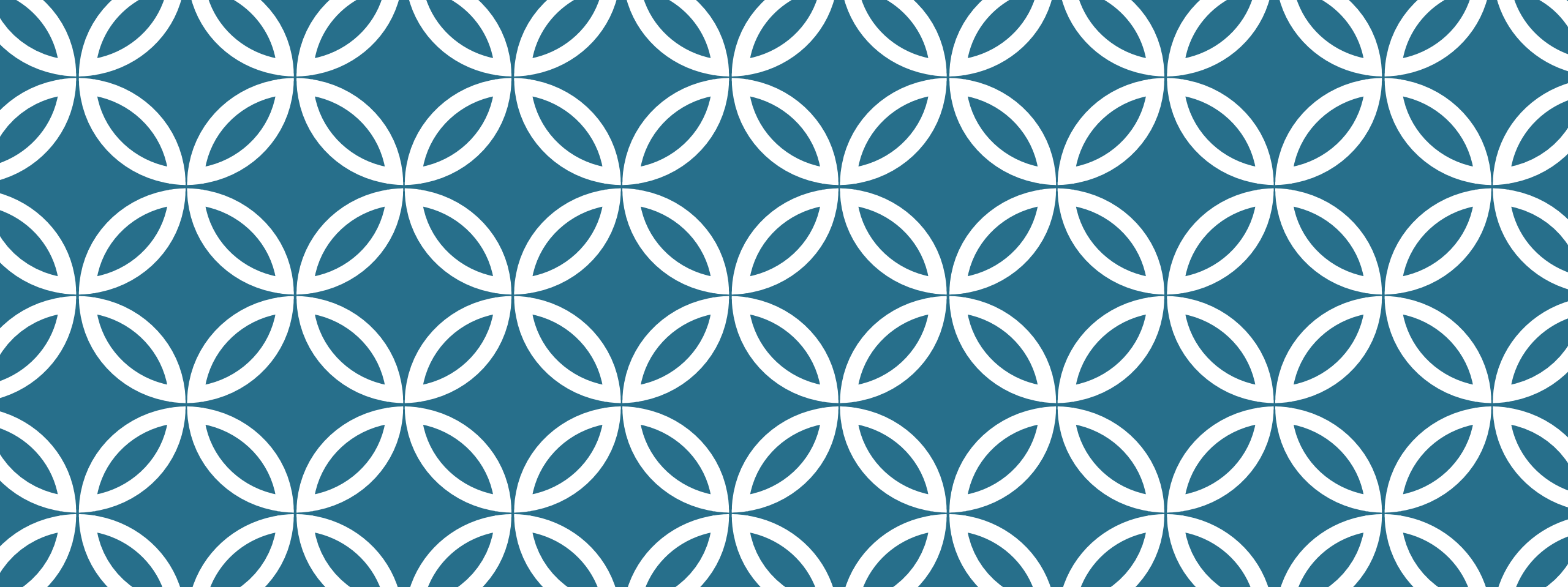
MOTIVATING MEMBERS



LEVERAGING PROFESSIONAL NETWORKS

WHAT ARE YOUR CHAPTER'S BIG DREAMS?

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CREATIVE FUNDRAISING

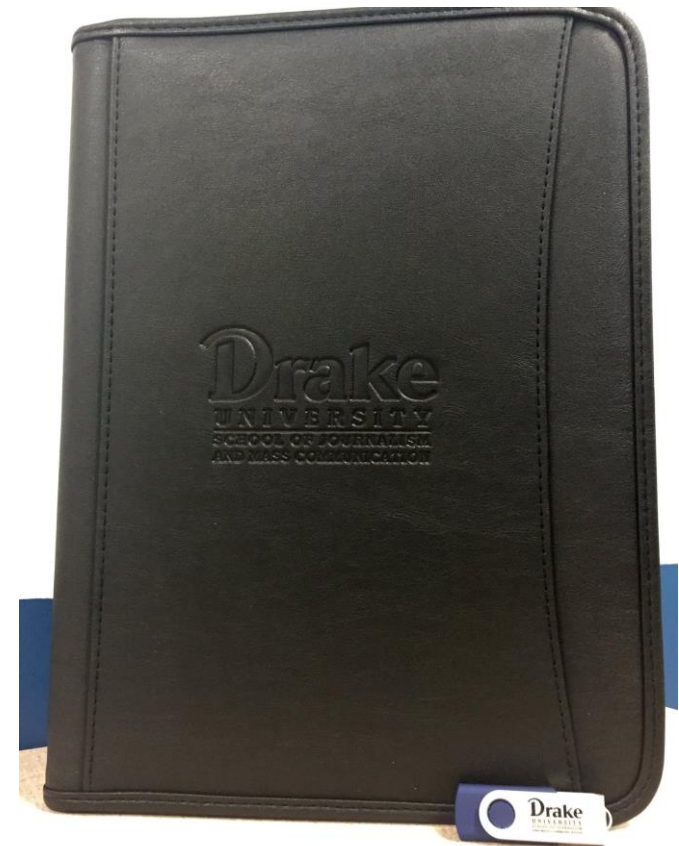
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THREE KEYS TO SUCCESSFUL FUNDRAISING

1. Think Creatively
2. Target Alumni
3. Cut Through the Noise

PROVIDE PROFESSIONAL VALUE

- Professional Power Up Packets
- Timing
- Positioning
- Sharing information



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TARGET ALUMNI

- Use Social Media
- Local PRSA Chapter
- The University Alumni Office

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WHAT'S TRENDING?

- Think Local
- Mutually Beneficial Fundraising
- Partner with Local Businesses
- Popular Restaurants Near Campus
- Develop and Sustain the Relationship

Drake PRSSA Fernando's Fundraiser

Where:
Fernando's Mexican Grill
2316 University Avenue

Members will be providing full service to customers. Tips will benefit Drake PRSSA (Public Relations Student Society of America). Drake PRSSA is currently fundraising to send members to present at the National Conference in Washington D.C. this October.

Sept. 16th
4-8 pm



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THINK INSIDE THE BOX

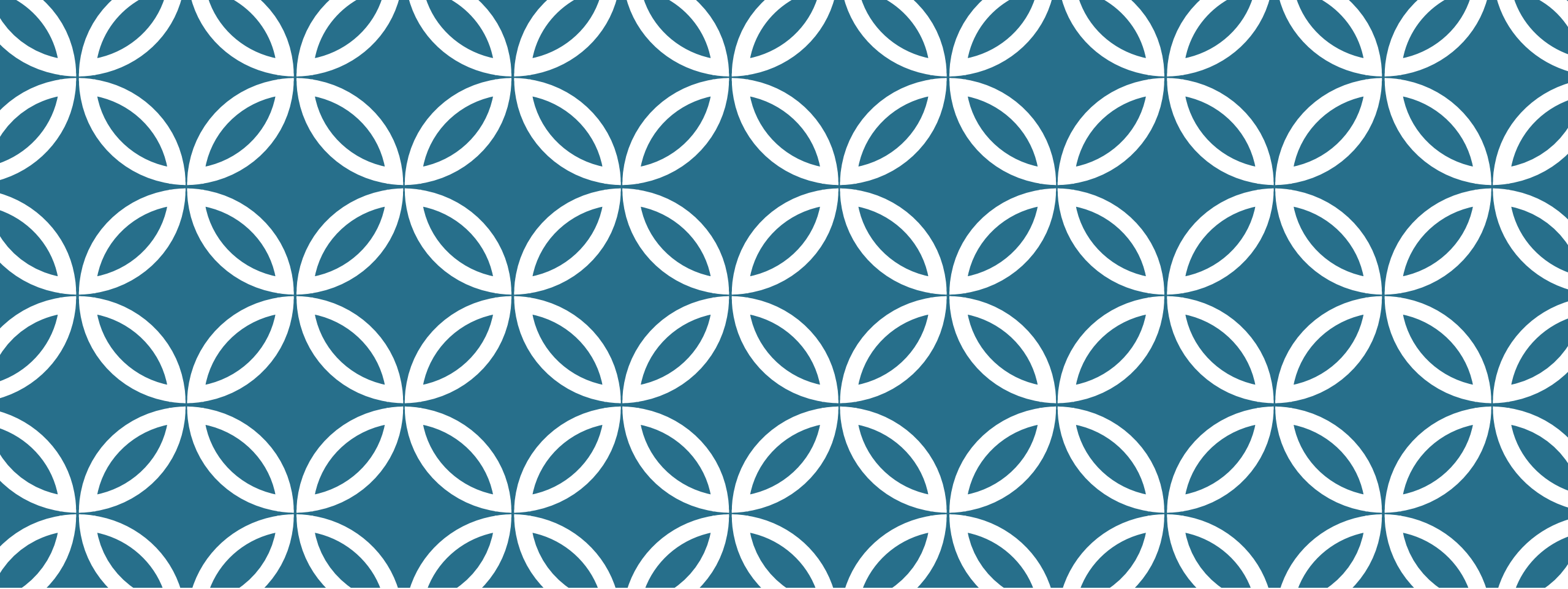
- Traditional Fundraising is good too
- Don't limit your audience to PRSSA
- Fulfill a need on your campus
- Brand Your Organization for the future



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WHAT FUNDRAISERS HAVE YOU DONE?

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MOTIVATING MEMBERS

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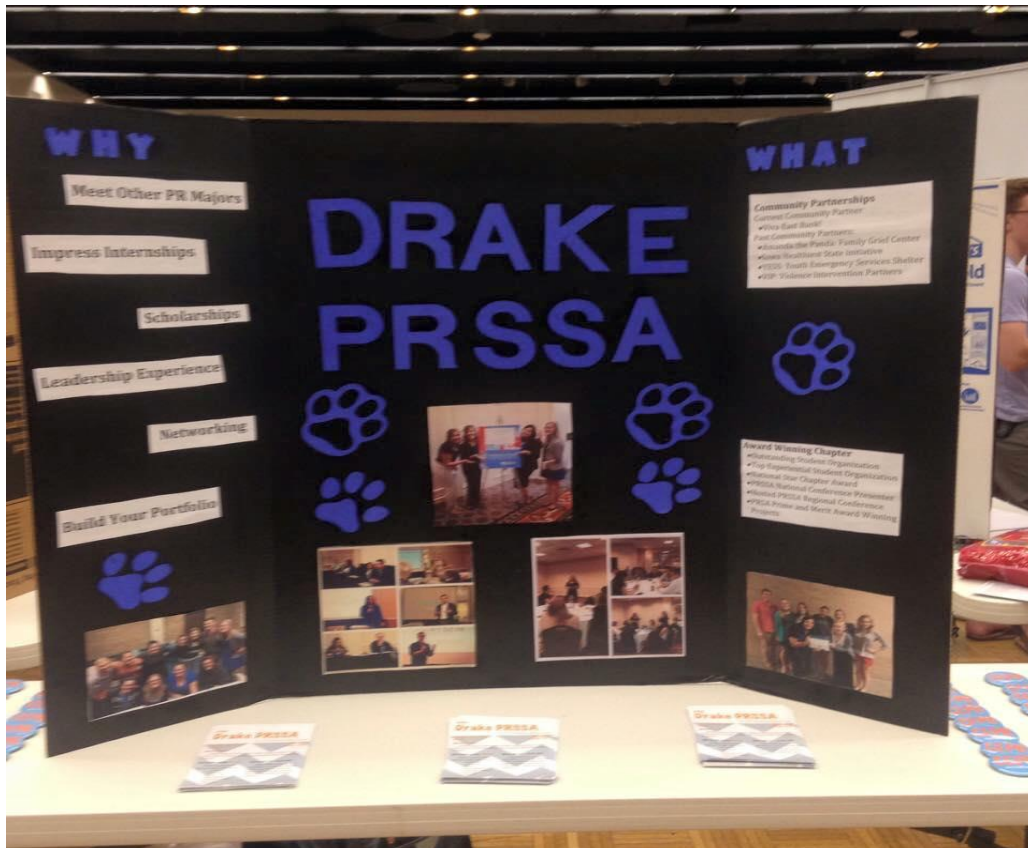
Get Involved!

Get Involved!

Get Involved!

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RECRUITMENT



Join Drake PRSSA

The 2015 Regional Conference Host

Tuesday, Sept. 8th
8 p.m.

Meredith
Room 103

What is PRSSA?

PRSSA stands for Public Relations Student Society of America. It is the student division of the larger, nonprofit trade association Public Relations Society of America.

Why should you join PRSSA?

PRSSA is geared towards helping you sharpen skills such as:

- communication
- crisis control
- pitching
- dealing with media
- social media campaigns
- networking
- much more!

What will PRSSA do for you?

Drake PRSSA will give you opportunities to connect with both Drake students and alumni as well as other students and professionals across the country through regional and national conferences.

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HOW DO YOU ENGAGE YOUR MEMBERS?

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STEP BY STEP

1. Divide into teams and give everyone a role.
2. Give *parts* of a PR crisis you've created.
 - ◆ Don't be afraid to get creative.
3. Give teams time to create messaging.
4. Send an Exec member around as a reporter- first round interviews.
5. Give more information (usually detrimental to their case).
 - ◆ To encourage members to stick to message while things change rapidly.
6. Cut prep time and send reporter around the second time.
7. Reporter asks questions to more than just spokesperson and about things that haven't been revealed.
8. Debrief at the end of meeting, give positive and constructive feedback. #DreamBigPRSSA



HOW WE ENGAGE:

Media Pitching

Case Studies

Community Partnerships

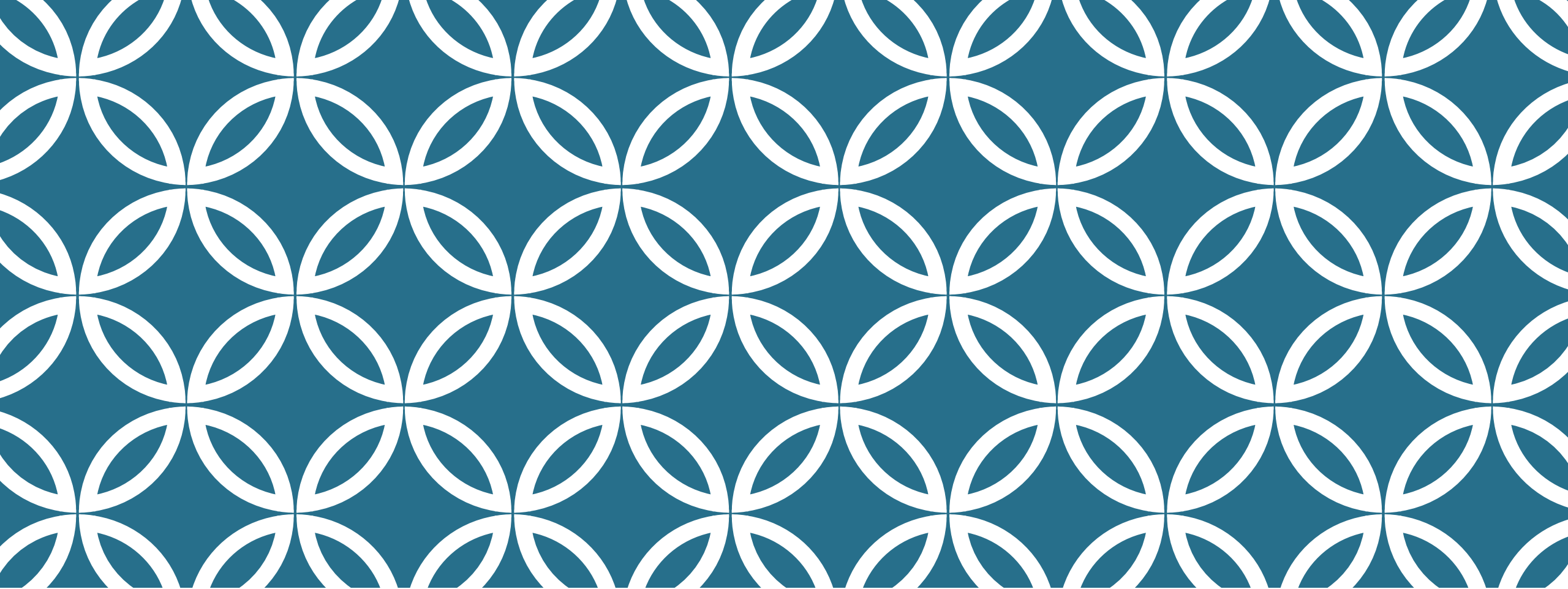
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PROFESSIONAL INCENTIVES

Punch Cards to Professional Development!

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NETWORKING

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HOW DO YOU HELP YOUR MEMBERS NETWORK?

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DIGITAL NETWORKING

Facebook Group for students, alumni, professors

Used for:

- Job Sharing
- Discussing relevant news

Run by professor

Kayla Day
August 13 · Des Moines, IA

LS2gorup is looking for PR/PA interns for this fall! Here's the link with more information:

LS2group | LS2group - Des Moines, IA
LS2group is a bi-partisan public affairs, public relations, government affairs, and marketing firm in Des Moines, Iowa.
LS2GROUP.COM

Like Comment Share

Write a comment..

Abby Delaney
August 12

Strategic America is hiring! We're looking for someone with 5 or more years of marketing experience and at least 2 years of digital/web/SEO experience to join our digital team. More details on our website!

Website and Digital Strategist | Strategic America
The interactive team at Strategic America is looking for a website and digital strategist. Please visit our website for details on how to apply.
STRATEGICAMERICA.COM

Like Comment Share

Jennifer Glover Konfrst
October 7 at 7:13am

OK everyone - what's the best example of good public relations you've seen this week? Ready, set... GO!

Like Comment

Tom Searce I'd say McDonald's and their #AllDayBreakfast campaign on social media. They're killing the social media game. My favorite so far: <https://twitter.com/McDonalds/status/651551283350892544>

McDonald's on Twitter
"You get a Hash Brown. And you get a Hash Brown. And you get a Hash Brown. And you get a Hash Brown."
TWITTER.COM | BY MCDONALD'S

Like · Reply · 3 · October 7 at 5:52pm · Edited

Jennifer Glover Konfrst We talked about this quite a bit in planning today!!

Like · Reply · October 7 at 7:11pm

Taylor Rookaird Des Moines and Urbandale fire departments are delivering Papa Johns pizza for Fire Prevention Week tonight

Like · Reply · 4 · October 7 at 7:54pm

Taylor Rookaird <http://m.kcci.com/.../pizzas-to-be-delivered-by.../35703118>

Pizzas to be delivered by fire trucks tonight, here's why
M.KCCI.COM | BY TAD ANDERSEN

Like · Reply · October 7 at 7:55pm

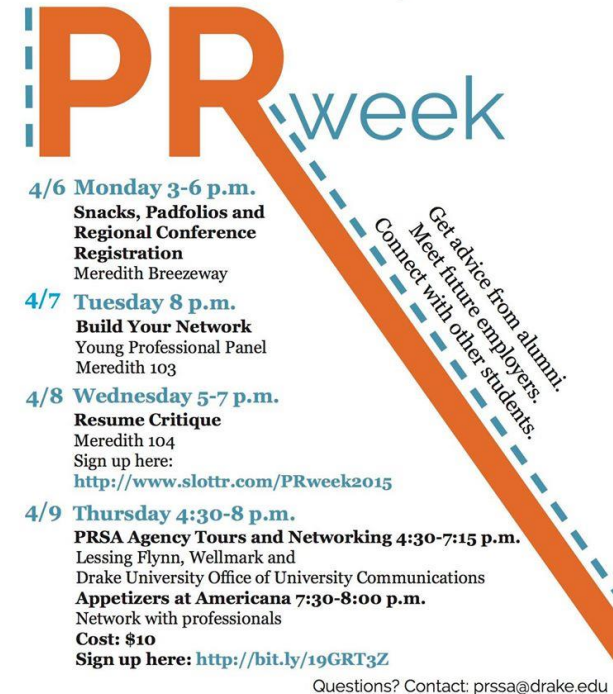
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EVENT ENGAGEMENT

PR Week showcases PRSSA and our PR Program

- Professional Panels
- Resume Critiques
- Agency Tours
- Networking Happy Hour

Drake University's April 6th-10th



4/6 Monday 3-6 p.m.
Snacks, Padfolios and Regional Conference Registration
Meredith Breezeway

4/7 Tuesday 8 p.m.
Build Your Network
Young Professional Panel
Meredith 103

4/8 Wednesday 5-7 p.m.
Resume Critique
Meredith 104
Sign up here:
<http://www.slottr.com/PRweek2015>

4/9 Thursday 4:30-8 p.m.
PRSA Agency Tours and Networking 4:30-7:15 p.m.
Lessing Flynn, Wellmark and
Drake University Office of University Communications
Appetizers at Americana 7:30-8:00 p.m.
Network with professionals
Cost: \$10
Sign up here: <http://bit.ly/19GRT3Z>

*Get advice from alumni.
Meet future employers.
Connect with other students.*

Questions? Contact: prssa@drake.edu

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MEETING SPEAKERS

Expands network of your entire chapter

Maintain these relationships

Use Skype to connect

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REGIONAL CONFERENCE

Opportunity to engage with professionals outside of the Midwest

Worked to expand our regional network

Treat every meeting with this level of excitement

4 *speaker bios* 5

Tamra Strentz @TamraStrentz
EVP, Communications Manager
Edelman/Starbucks
Tamra works with teams and clients in 18 countries. In this role, she oversees the client relationship, aligns strategy, manages the teams virtually, shares best practices and ensures the highest level of quality and resources across the agency to support the brand and corporate reputation. Prior to returning to Seattle, she spent two years in London as Starbucks client relationship manager for Europe, Middle and East Africa (EMEA) region. Her Starbucks work also includes management of Starbucks CEO Howard Schultz's Onward global book tour.

Jennifer Mullin @jmmullin1
Senior Communications Lead
Uber Technologies
A graduate of Drake University, Jennifer spent time working for the Iowa League of Cities, Governor Tom Vilsack, Senator Tom Harkin and The Glover Park Group before joining Uber in 2014. In her role as Communications Director, Jennifer leads the public affairs and media strategy efforts in Uber cities throughout the Midwest, Texas and Canada.

Laura Barclay @lbarclay
Ambition Planner & Communications Manager
John Deere
Laura is the Ambition Planner for the Crop Harvesting platform at John Deere. In this role, she is responsible for working with the Crop Harvesting leadership team to define their long and short term strategy and develop employee communications to share these plans. She has been with the company since 2008 and has worked in employee communications throughout her career.

Tiffany Giardino @tgiardino
Communications Manager
The Walt Disney Company
Tiffany Giardino graduated from Drake University with a degree in Public Relations and a concentration in Marketing & Management. Following graduation, Tiffany began her career with The Walt Disney Company in Orlando, Florida as a Professional Intern in the Media Relations department. Throughout her time with Disney, she's also held positions in areas including Walt Disney World Resort, Disney Cruise Line, Aulani, A Disney Resort & Spa, Adventures by Disney, Disney Professional Internships and the Disney College Program.

Ron Fournier @Ron_Fournier
Senior Political Columnist and Editorial Director
National Journal
Fournier worked at the Associated Press for 20 years, most recently as Washington Bureau Chief. A Detroit native, Fournier began his career in Arkansas with the Hot Springs Sentinel-Record, the Arkansas Democrat and then AP, where he covered the state legislature and Gov. Bill Clinton. In 1993, Fournier moved to Washington, where he covered the White House and presidential campaigns for the AP. Fournier has won numerous awards and is a four-time winner of the prestigious White House Correspondents Association Merit-Memorial Award.

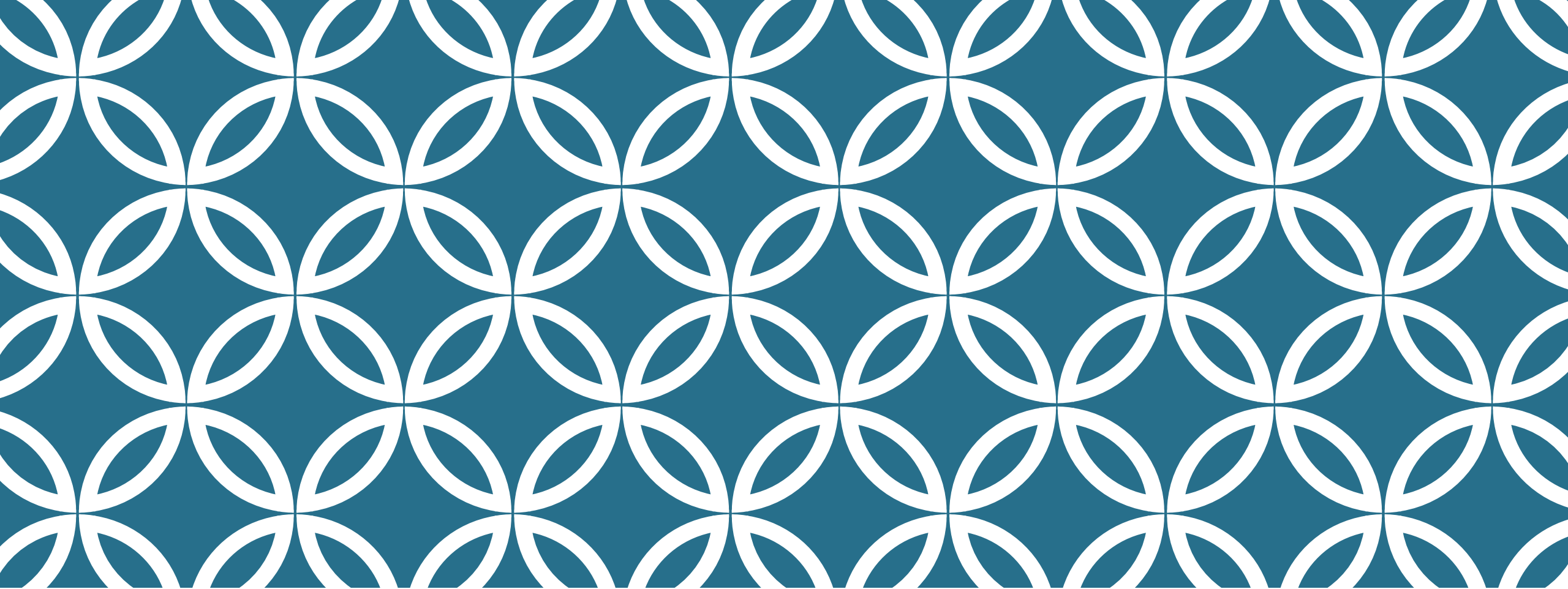
Sean Hughes @seanhughes
Public Affairs Executive
Coach USA/ Megabus.com
Sean Hughes oversees managing and delivering the Coach USA Group's communications strategy in the United States and Canada. His responsibilities include: media relations, reputation management, crisis communications, community and external relations, government affairs, and corporate communications. Sean's work in the public relations field has yielded him numerous awards, including the 2003 and 2005 Gold Mercury Awards, and the 2003 SABRE and PR WEEK award for Public Affairs Campaign of the Year.

Wickee Adams @wickeeadamsWF
Vice President, Consumer Lending Communications
Wells Fargo
Wickee works on external communications and reputation risk management for Wells Fargo's home lending business. She leads proactive media engagement and storytelling on behalf of Wells Fargo Home Mortgage. As a recognized moderator and panelist, she has appeared at the Deutsche Bank "Women on Wall Street" conference and as a guest lecturer at the NYU School of Continuing and Professional Studies. Before joining Wells Fargo in 2010, Wickee has worked with Hill & Knowlton, Dow Jones & Company, Ketchum and Burson-Marsteller.

Tony Dickinson @TODICKIN
Vice President, Regional Marketing
Wells Fargo
Tony is marketing manager in seven Midwest states, including Iowa. He has a key responsibility for enhancing Wells Fargo's reputation in the communities it serves. He began his career at RadioShack, where he became the youngest district manager in the company's history. He has been named the Des Moines Business Record's "Best Up and Coming Business Leader" and one of its "Forty Under 40," a Des Moines Register/Juice Young Professional of the Year finalist, and the Students in Free Enterprise (SIFE) Nations Alumnus of the Year.

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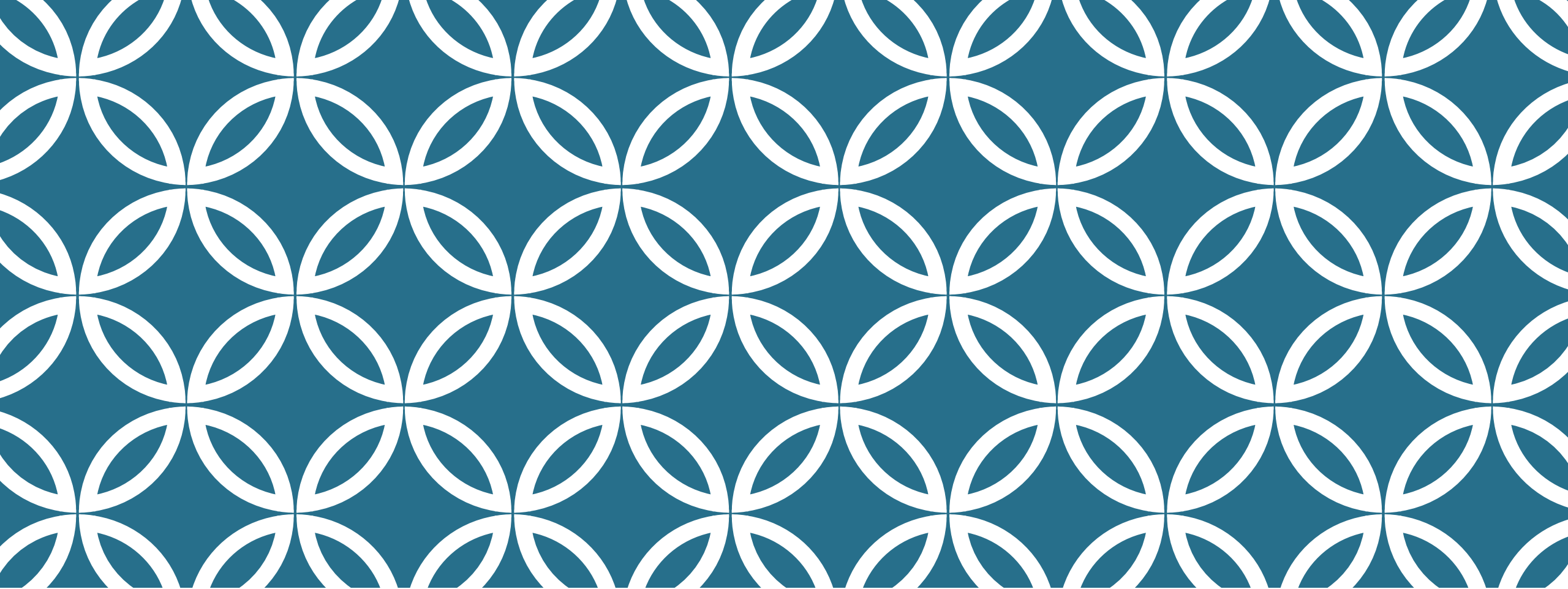


KEY TAKEAWAYS

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KEY TAKEAWAYS

- ◆ Expand Your Donor Base, Expand your Pocketbook
- ◆ Active Meetings Equal Active Members
- ◆ Think Beyond Food: Punch Cards Lead to Professional Connections
- ◆ Build the Buzz for Your Organization



THANK YOU

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