membership involves you
**public relations student society of america membership**

Put yourself at the center of a vibrant community of peers and professionals throughout the nation by joining the Public Relations Student Society of America (PRSSA), the world’s foremost pre-professional society for students interested in public relations.

We are committed to providing our members with 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**

To provide exceptional service to our members by enhancing their education, broadening their professional network and helping launch their careers after graduation.

**our vision**

PRSSA aspires to advance the public relations profession by developing ethically responsible pre-professionals who champion diversity, strive for an outstanding education and advocate for the profession.

**your membership experience begins online**

Make your first stop www.prssa.prsa.org. Here you can:

- Access job and internship listings.
- Download scholarship applications.
- Browse professional development event schedules.
- Look up fundraising ideas.
- Find out how to connect with local PRSSA and PRSA Chapters.
- Contribute to the PRSSA newspaper, FORUM, and blog, Progressions.
- And more …

**publications**

*FORUM* is PRSSA’s national newspaper, published online three times each academic year. *FORUM* informs you about the Society, how to get involved, provides job hunting tips and examines professional trends. PRSSA members have the opportunity to contribute to *FORUM*, enhancing their portfolios with national exposure.

*Progressions* is PRSSA’s national blog, which allows students to stay up-to-date with the latest public relations news as well as contribute a post to grow their writing skills and enhance their portfolios.

*Monthly Updates* from the National Committee are packed with information about national events, Regional Conferences, PRSSA news, Chapter best practices and more.

*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 opportunity to get national attention for upcoming events, accomplishments and leadership.

*Professional Publications* such as *Issues and Trends*, a daily email reporting news and issues impacting the profession, and *Public Relations Tactics*, PRSA’s acclaimed monthly newspaper, will be sent to you via email.
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 for peers.

Regional Conferences

PRSSA Google Groups connect you with peers nationwide to discuss professional trends, academic challenges and Chapter practices.

competitions

Bateman Case Study 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 during National Assembly.

National FUNdraising Bowl takes place January through April. Chapters submit best practices, and winners are chosen each month. Winners receive national recognition and the opportunity to win complimentary National Conference registration.

scholarships and awards

Individual Scholarships recognize members’ individual achievements. Entries generally require essays, recommendation letters, transcripts, résumés and application forms.

Teahan Chapter Awards recognize outstanding PRSSA members, alumni and Advisers. Sponsored by Champions for PRSSA.

Star Chapter Award is an annual honor for Chapters that meet PRSSA’s standards for vitality and success.

Pacesetter Chapter Recognition recognizes a Chapter’s success in the areas of membership, national participation and/or Chapter development. Chapters may be nominated by members or the PRSSA National Committee during the academic year.

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 PRSA professionals; attending workshops, networking events and socials; participating in a career development exhibition; and more.

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.

Leadership Rally gathers Chapter presidents in Scottsdale, Arizona, 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 for peers.

Regional Conferences are a chance to get valuable professional development and meet other members within your area. Regional Conferences offer host Chapters the opportunity to plan an event.

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 a group of professionals who enhance students’ public relations education by volunteering as mentors and contributing to PRSSA scholarships and awards.

PRSSA Chapters are at over 350 colleges and universities across the United States and in Argentina, Colombia and Peru. Through your Chapter, you can serve in leadership positions, be mentored by your Advisers, befriend the peers who will become your colleagues and meet local PRSA professionals.

National Committee is comprised of 10 PRSSA members and three PRSA members who lead Society initiatives and assist Chapter leaders and members. You can gain national leadership experience by serving as a member of the National Committee.

PRSSA Advisers 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 Internship Center. Find your next internship or job, and publish your résumé in PRSSA’s Internship Center, the Society’s most targeted resource for matching students and employers. You can log in using your MyPRSA username and password.

PRSA 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. You can log in using your MyPRSA username and password.

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 current PRSSA member when you graduate. You can join at the discounted rate up to five months before or two years after you graduate. Associate membership only covers 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.

PRSA Webinars are offered on diverse topics throughout the year to help public relations professionals enhance their careers. As a PRSSA member, you have complimentary access to a PRSA webinar at least once a month. Additional webinars may be purchased. You may register for webinars using your MyPRSA username and password.

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Public Relations Society of America
120 Wall Street, 21st Floor
New York, NY 10005

Phone: (212) 460-1474
Fax: (212) 995-0757
Email: prssa@prsa.org
Web: www.prssa.prsa.org