

# Chapter Handbook 2017-2018

**PRSSA** Public Relations  
Student Society  
of America

June 2017



Dear Chapter Leaders:

Allow me to thank you for service as a Chapter leader for the upcoming year. Serving as a Chapter president or other executive board member is such an important role in our Society and each of you possess the potential to make a huge difference in the personal and professional lives of your members.

Inside this handbook, you'll find the tools to make it all possible. Think of this handbook as your guide to success. Should you read, absorb and implement its contents, you'll set yourself up for a wonderful year ahead. You will find details about PRSSA member benefits, social media best practices, Chapter programming and much more.

This handbook also offers a look at the ins and outs of PRSSA on a national level – information that is crucial for Chapters looking to establish a national reputation and enhance the experience of their members. Some of the national involvement information that can be found in this handbook includes fundraisers, events and conferences and scholarships and awards.

As a leader in your Chapter, I hope that you not only read and digest this information but that you share it with your Chapter members and refer to it often so they also can glean important tips and information from it. Remember – not all leaders are on the executive board and your Chapters are full of members ready to take on other leadership roles. Great leaders are the lifeblood of our Society and every effort you make to invest in the future of PRSSA will enhance your own PRSSA experience and ensure that your success endures even after you finish your service.

I can't wait to watch our members and Society as a whole grow in character and in professionalism this year and I know we're going to accomplish great things together. Keep in mind that the National Committee is always here to serve and help guide your Chapter so don't ever hesitate to reach out to us. Believe me, we genuinely want to hear from you and do whatever we can to assist in your Chapter and individual success. In fact, if you made it through this entire letter, then I at least expect an introduction email from you telling me what you're looking forward to this year. Here's to a great year ahead!

Best,

A handwritten signature in black ink, appearing to read "Andrew Cook", is positioned below the "Best," text. The signature is fluid and cursive.

Andrew Cook  
PRSSA 2017-2018 National President  
[adcook22@gmail.com](mailto:adcook22@gmail.com)

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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 one or two PRSA Board Liaisons to the National Committee 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.
- To provide exceptional service to our members by enhancing their education, broadening their professional network and helping launch their careers after graduation.
- 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.

### **Society Origins**

The creation of a national student Society was proposed to the PRSA Assembly on 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, with 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 2017–2018 National Committee

The PRSSA National Committee is composed of the PRSSA National President, PRSSA Immediate Past President, seven vice presidents, Publications Editor in Chief, National Professional and Faculty Advisers, PRSA Board Liaison(s) and the executive director of PRSSA.

Delegates at the PRSSA National Assembly elect the National President and seven vice presidents. The Publications 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 PRSA 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 executive director is a full-time staff administrator of PRSSA. In addition to advising the National Committee, the executive director performs all duties typical to the office of secretary. The executive director also maintains PRSSA National's records, conducts general correspondence and coordinates PRSSA membership services. The executive director'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*

Andrew Cook, Brigham Young University  
adcook22@gmail.com  
@adcook22

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 executive director 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 PRSA National 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*

Emma Finkbeiner, DePaul University  
emfinky@gmail.com  
@efink101

The PRSSA Immediate Past President shall perform all duties of the PRSSA National President if he/she is absent or unable to perform his/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 and the PRSA/PRSSA relationship.

*Publications Editor in Chief*

Natalie Gloady, Waynesburg University  
natgloady@gmail.com  
@natgloady

The editor in chief oversees all operations of PRSSA's publications: *FORUM*, PRSSA's tri-annual newspaper; Progressions, PRSSA's blog; and the Annual Report. Specific duties include, but are not limited to, the following:

- Oversee the operation and publication of *FORUM*.
- Manage in-house *FORUM* publishing team.
- Manage PRSSA's blog, Progressions.
- Manage the publication of the Annual Report.
- Record all minutes at National Committee meetings and conference calls.

*Vice President of Career Services*

Demi Wolfe, University of Florida  
dwolfe.prssa@gmail.com  
@demiwolfe62

The role of the vice president of career 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 the Internship Center, PRSSA's official career directory.
- Promote the 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 Chapter Development*

Marley Vawter, Ball State University  
marleyvawter@gmail.com  
@marleyvawter

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 Chapter Development Sessions at the PRSSA National Conference.
- Coordinate Leadership Training Sessions at the National Assembly.
- Counsel Chapters on community service projects and programming.
- Manage the PRSSA phone/email tree for national outreach to Chapters.

*Vice President of Digital Communications*

JaCey Lynn Yonke, University of Wisconsin-Eau Claire

jaceyyonke@gmail.com

@jaceylynn\_Y

The role of the vice president of digital communications 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 through digital channels. Specific duties include, but are not limited to, the following:

- Oversee Chapter News releases.
- Manage and promote PRSSA Style Guide and PRSSA Brand Identity Guidelines.
- Manage PRSSA social media and the Monthly Update.

*Vice President of Events and Fundraising*

Bryar Keyes, Missouri State University

bryar703@live.missouristate.edu

@bryarkeyes

The role of the vice president of events and fundraising is to address regional concerns and to aid Chapter in fundraising efforts and 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 Conference procedures to make Conference planning consistent.
- Advise on fundraising efforts and manage the FUNdraising Bowl.

*Vice President of External Affairs*

Andrew Young, Middle Tennessee State University

Andrew.prssa@gmail.com

@andjyou

The role of the vice president of external affairs is to address and create a forum regarding current events/issues facing the public relations profession and take an active role in promoting the diversity initiative and high school outreach. Specific duties include, but are not limited to, the following:

- Organize and execute PRSSA Diversity Month while promoting the PRSSA Diversity Initiative.
- Address issues facing the public relations profession and local PRSSA Chapters and strategically advocates for the Society and profession on the Society's behalf.



- Execute the annual High School Outreach initiative at National Conference.
- Promotes and oversees globalization efforts and manages relationships with international Chapters.

*Vice President of Member Services*  
 Allyson Berry, Colorado State University  
 Allysonkberry.prssa@gmail.com  
 @allysonkberry

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*  
 Ashleigh Kathryn, University of South Florida  
 prssavppd@gmail.com  
 @Ashleigh\_K\_W

The role of the vice president of professional development is to facilitate the growth and maintenance of Chapter student-run firms and serve as the Society’s official voice on ethics. Specific duties include, but are not limited to, the following:

- Supervise Chapter student-run firms and the National Affiliation process.
- Supervise the annual CreateAthon.
- Execute Ethics Month and serve as an ex-officio member of PRSA’s BEPS committee

<p><i>National Faculty Adviser</i>          Alisa Agozzino, Ph.D., APR          Ohio Northern University          a-agozzino@onu.edu          @alisaagozzino</p>	<p><i>National Professional Adviser</i>          Kelly Davis, APR          Founder and Principal          Davis Public Relations and Marketing, LLC          Kelly@davispublicrelations.com          @davispr</p>
<p><i>PRSA Board Liaison</i>          Michelle Olson, APR          Head of Scottsdale Office          Fingerpaint  <a href="mailto:molson@fingerpaintmarketing.com">molson@fingerpaintmarketing.com</a></p>	<p><i>PRSA Board Liaison</i>          Jo Ann S. LeSage Nelson, APR          Vice President of Client Services          Pierce Communications  <a href="mailto:joann@albanypr.com">joann@albanypr.com</a>          @JLeSageNelson</p>
<p><i>PRSSA Headquarters</i>          Jeneen Garcia          Executive Director of PRSSA          PRSA  <a href="mailto:jeneen.garcia@prsa.org">jeneen.garcia@prsa.org</a>          @JeneenG</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 also must 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 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 Section and PRSA Associate Membership.
- Each Chapter shall process annual dues promptly and correctly and forward the payment and dues forms to PRSSA Headquarters before the deadlines.

- 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 National President Emma Finkbeiner to 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 executive director 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 its 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.
- 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. The secretary and treasurer responsibilities may be shared by one person. A Chapter may create other positions or committees, such as a historian, 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 Chapter operations.
- 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 to perform them.
- Help the president coordinate and direct committee activities and Chapter operations.
- Perform duties as delegated by the president.
- Counsel the president by recommending goals, objectives, plans and programs.
- Coordinate and disseminate information about the PRSA New Professionals Section and PRSA 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 <http://prssa.prsa.org/chapters/leaders/transition/ChapterOfficerForm.html>).

### *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, <http://prssa.prsa.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.
- Collect and archive photographs, press releases and any other important documents for the Chapter.

### *Faculty Adviser*

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

- A full-time teacher of at least one 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.
- Provide the resources, support and mentoring to members that enhance their leadership development.
- 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 Alisa Agozzino, Ph.D., APR, at [a-agozzino@onu.edu](mailto:a-agozzino@onu.edu).

### *Professional Adviser*

Each PRSSA Chapter annually elects 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.
- Assist in the scheduling of PRSA members to discuss case histories and problems at PRSSA meetings and in classrooms.
- Provide the resources, support and mentoring to members that enhance their leadership development.
- Invite students and Faculty Advisers to attend meetings of the sponsoring Chapter.
- Be available to individual students for counsel about career questions, including job-seeking, résumé writing and interview techniques.
- Arrange one-on-one contact between PRSA and PRSSA members.
- Involve PRSSA members and their Faculty Adviser in PRSA Chapter activities, such as seminars, public service programs, publications and conferences.
- Arrange field trips to public relations departments, counseling firms and media.
- Conduct internship programs.
- Establish 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 Kelly Davis, APR, at [Kelly@davispublicrelations.com](mailto:Kelly@davispublicrelations.com).

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.

## Benefits of PRSSA

### 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* – Select vice presidents on the National Committee work with subcommittees who assist with initiatives throughout the year.
- *National Conference Committee* – This group plans, organizes and executes all aspects of the PRSSA National Conference.
- *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.

### 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 annually award more than \$35,000 through scholarship and awards programs.
- *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://prssa.prsa.org/career/internships/>) – PRSSA's online career resource center is a benefit for dues-paying members. The database contains internship postings from across the country by metro area 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.prsa.org/jobcenter](http://www.prsa.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 and receive access to webinars, 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 Portland, Oregon, Charleston, South Carolina, Philadelphia, Scottsdale, Arizona, and Washington, D.C.
- *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, Arizona, 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. Please note that 2016 is the first year Firm Directors of Nationally Affiliated Student-run Firms were invited to this event.

## Publications and Communications

- *FORUM* – The PRSSA online newspaper is published three times per academic year and offers contributors the opportunity to enhance their writing. *FORUM* provides Society news, guides for student involvement, tips on job hunting and an overview of the profession.



- *Progressions* — PRSSA’s blog allows immediate, topical discussions of news items posted by the content managers. PRSSA also may 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 Brand Identity Guidelines* — 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.
- *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 and handpicks 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.
- *Monthly Update* — The Monthly Update provides information via email every month during the academic year to all members. Each Monthly 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 during the academic year. Includes information regarding upcoming programs and events.
- *PRSSA Google Groups* — PRSSA offers Google Groups for Chapter presidents, student-run firm directors and Faculty/Professional Advisers. These groups engage members in discussions via email about these individuals’ leadership roles, the public relations profession and PRSSA’s many programs.

## Experience

- *Bateman Case Study Competition* — An annual national 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. Additionally, Nationally Affiliated Student-run Firms are eligible to participate in CreateAthon.
- *Chapter Development Sessions* — Four sessions take place at the beginning of National Conference. Presenting schools have the opportunity to show their peers best practices in fundraising, alumni relations, meeting programming and more through creative presentations.



[Hall of Fame Award](#)

Deadline: June 8, 2018

Award: Plaque

[John D. Graham Scholarship](#)

Deadline: May 2018

Awards: \$3,000 and two runners-up of \$1,000 each

[Lawrence G. Foster Award for Excellence in Public Relations](#)

Deadline: June 8, 2018

Award: \$1,500

[Marcia Silverman Scholarship](#)

Deadline: May 2018

Award: \$5,000

[National Gold Key Award](#)

Deadline: June 8, 2018

Awards: Plaques

[National President's Citation](#)

Deadline: June 8, 2018

Awards: Certificates

[Neumeier Family Leadership Award](#)

Deadline: May 2018

Award: \$1,000

[Ofield Dukes Multicultural Student Award](#)

Deadline: May 2018

Award: \$1,000

[PRSA Diversity Multicultural Scholarship](#)

Deadline: May 2018

Awards: Two awards of \$1,500

[PRSA International Conference Grant](#)

Deadline: June 8, 2018

Award: Free Conference Registration

[PRSSA National Conference Grant](#)

Deadline: June 8, 2018

Award: Free Conference Registration

[Robin M. Urbanski Memorial Scholarship](#)

Deadline: May 2018

Award: \$1,000

[Ron Culp Scholarship for Mentorship](#)

Deadline: May 2018

Award: \$1,000

[Ruth Edelman/PRSSA Award for Achievement in Women's Leadership Development](#)

Deadline: May 2018

Award: \$1,500 and a three-month paid internship

[Stephen D. Pisinski Memorial Scholarship](#)

Deadline: May 2018

Award: \$1,500

### Chapter Awards

#### [Pacesetter Chapter Recognition](#)

Deadline: September–April

Awards: E-certificates

*The Pacesetter 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.*

#### [Star Chapter Awards](#)

Deadline: June 8, 2018

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 7, 2018

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, best tactic and best pro-bono effort.

### **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: November 10, 2017

Entry Deadline: April 9, 2018

First Place: \$3,500 and Trophy

Second Place: \$2,500 and Plaque

Third Place: \$1,500 and Plaque

The Bateman Case Study Competition offers students the opportunity to 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*

Awards: Complimentary PRSA Associate Membership (\$60 value) and a certificate.

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, 2018. The Champions for PRSSA sponsors cash prizes totaling approximately \$3,500 for winning entries in the following categories:

### *Outstanding Chapter*

Awards: \$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*

Awards: \$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 also should demonstrate a commitment to diversity in staffing, management and client selection, while following PRSSA endorsement standards.

### *Chapter Development*

Awards: \$300 and Plaque

This category recognizes Chapter improvement through activities such as 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*

Awards: \$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*

Awards: \$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*

Awards: \$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*

Awards: \$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*

Awards: \$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 also will be considered by judges. Samples of the newsletter should accompany the entry.

### *Chapter Website*

Awards: \$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*

Awards: \$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*

Awards: \$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*

Awards: \$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 Professionals Section 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. Applications must be submitted in a hardcover three-ring binder, not to exceed 2 inches at the spine.
- Put only one category entry in one binder. Do not put multiple entries in one binder.

## National Events

### National Conference

The annual PRSSA National Conference is the Society's largest, most popular event. For five days, students from around the world 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 Social
- Professional Development Sessions
- Chapter Presidents' Events
- Opening Ceremony/Roll Call

The 2017 Conference will be at the Boston Park Plaza from Oct. 6–10. For more information, visit <http://prssa.prssa.org/events/Conference/> or contact the National Conference Committee at [prssanc@gmail.com](mailto:prssanc@gmail.com). Deadline to register is Sept. 8, 2017. The deadline to reserve a room at the hotel under the special block rate is also Sept. 8, 2017.

### 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 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 current sophomores or juniors). Assembly is held during the spring semester.

### 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. If the Chapter president cannot attend, PRSSA recommends another officer be sent in his or her place. Rally is held early in the summer.



## National Resources

### **PRSSA Website**

The PRSSA website ([www.prsa.prssa.org](http://www.prsa.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 also can access the Internship Center and PRSSA Google Groups through the website. The PRSSA website is maintained by PRSSA Headquarters. All inquiries regarding the site should be directed to Jeneen Garcia, executive director, PRSSA, at [jeneen.garcia@prsa.org](mailto:jeneen.garcia@prsa.org).

### **FORUM**

*FORUM*, PRSSA's national online newspaper, is published in September, January and April. *FORUM* covers Society and profession news, tips about writing and job hunting, and other relevant topics. Although 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 Publications Editor in Chief sits on the National Committee. For more information, contact Publications Editor in Chief Natalie Gloady at [FORUM@prsa.org](mailto:FORUM@prsa.org).

### **Progressions**

Progressions, PRSSA's blog, allows immediate, topical discussions of news. PRSSA also may 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 Publications Editor in Chief Natalie Gloady at [progressions@prsa.org](mailto:progressions@prsa.org). Progressions' guidelines can be found <http://progressions.prssa.org/index.php/blog-policy/>.

### **PRSSA Blog Guidelines**

PRSSA respects the rights of those who use this tool. Comments posted on Progressions 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.

### **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. Access to the Internship Center is available to PRSSA National dues-paying members only. Anyone interested in posting an internship to the Internship Center may contact Vice President of Career Services Demi Wolfe at [prssainternships@prsa.org](mailto:prssainternships@prsa.org).

### **National Mailings**

PRSSA periodically mails information to Chapter Faculty Advisers. Information includes relevant documents and general Society business. PRSSA Headquarters also distributes information via email. The Monthly 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 update your contact information through MyPRSA at [www.prssa.org/about/PRSA/MyPRSA/](http://www.prssa.org/about/PRSA/MyPRSA/).

### **PRSSA Facebook Page**

PRSSA National has a Facebook 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" page ([www.facebook.com/prssanational](http://www.facebook.com/prssanational)).

### **PRSSA YouTube Channel**

The PRSSA National YouTube channel ([www.youtube.com/user/PRSSANational](http://www.youtube.com/user/PRSSANational)) provides access to video interviews with professionals and the National Committee, and may be expanded to offer professional development, network and career preparation information. If you would like to submit a video or suggest content, contact Vice President of Digital Communications JaCey Yonke.

### **PRSSA Twitter**

Receive PRSSA news, scholarships and awards deadline reminders and links to news about the profession by following PRSSA on Twitter at <http://twitter.com/prssanational>. The PRSSA hashtag is #PRSSA.

### **PRSSA LinkedIn**

Participate in PRSSA discussions and network with current and former PRSSA members in the LinkedIn group at [www.linkedin.com/groups?gid=156136&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=156136&trk=hb_side_g) or on the LinkedIn company page at <https://www.linkedin.com/company/public-relations-student-society-of-america-prssa->.

### **PRSSA Instagram**

Stay current with PRSSA photo updates of the latest announcements, events and trends by following the PRSSA Instagram account, @PRSSANATIONAL.

### **PRSSA Snapchat**

See live updates from national and regional events by following PRSSA on Snapchat, @prssanational.

## Regional Conferences

(Supplemental handbook 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. 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. Coordinators can combine one or more of these components to create a successful Regional Conference, or make up their 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 also can 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 events and fundraising will work with you extensively throughout the process.

The Regional Conference bid form is due on July 1, 2017, to the Executive Director, PRSSA, [Jeneen Garcia](#), National President Andrew Cook and Vice President of Events and Fundraising Bryar Keyes. Chapters selected to host will be informed of this decision in early October and announced publicly during the National Conference in Indianapolis. 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 events 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](mailto:prssa@prsa.org). This information also is available on the PRSSA website at <http://prssa.prsa.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 (e.g., 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 the meeting to last at least several 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 of the officers; 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><b>What makes a good goal?</b></p> <ul style="list-style-type: none"> <li>• Identify what you most want to accomplish.</li> <li>• Identify realistic goals and objectives.</li> <li>• Identify Chapter needs.</li> </ul>	<p><b>What do goals accomplish?</b></p> <ul style="list-style-type: none"> <li>• Organize group and schedule.</li> <li>• Make certain decisions.</li> <li>• Identify priorities.</li> <li>• Unify officers.</li> </ul>
<p><b>What are elements of an objective?</b></p> <ul style="list-style-type: none"> <li>• How you plan to achieve a specific goal.</li> <li>• Realistic and measurable results.</li> <li>• A date by which you hope to achieve results.</li> </ul>	<p><b>What makes a good objective?</b></p> <ul style="list-style-type: none"> <li>• Specific</li> <li>• Measurable</li> <li>• Achievable</li> <li>• Compatible (with other goals)</li> </ul>

### 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: Re-tweet 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 may 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.*
- *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 digital 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 are techniques you may consider:

- When planning special events, send a media advisory prior to the event and a news release after. These materials should go to your campus and local papers, and to the editor of your sponsoring PRSA Chapter newsletter. The advisory should announce the event and invite the media; the release should summarize the event that has taken place and include meaningful quotes and pictures. Do not forget to email a copy of this release, along with pictures, to the PRSSA vice president of digital communications at [chapternews@prsa.org](mailto:chapternews@prsa.org) 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. In addition, send a copy to your sponsoring PRSA Chapter and any Champions for PRSSA in your area.

### **Chapter Recognition**

Below are suggestions to help you earn recognition for your Chapter. For more ideas, contact Vice President of Chapter Development Marley Vawter.

- Encourage your members to write articles for *FORUM* and posts for Progressions.
- Send Chapter News and photos for the PRSSA website to Vice President of Digital Communications JaCey Yonke.
- 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.
- *Classroom Visits* — Have officers visit classes to talk about PRSSA benefits (career preparation, networking, scholarships), opportunities and events, and getting involved. Distribute membership brochures and bookmarks with upcoming meeting dates.
- *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. You can also 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 personalized letter to the students explaining the benefits of PRSSA membership and invite them to your first meeting.
- *Other Departments* — Do not limit your Chapter to public relations majors. Recruit students in other departments such as marketing, advertising, graphic design, journalism, 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 and stay in contact with the staff to receive media coverage of successful or creative events.
- *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.

### **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. Ask a National Committee member to Skype into a meeting.
- *Workshops* — Workshops are a good alternative to speakers. Reserve a computer lab for a technology workshop or ask members to bring their résumés and have a professional critique them. Ask students in small groups to plan and share their reactions to a hypothetical crisis or participate in a writing workshop.
- *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.

The perfectly planned meeting will be unsuccessful if nobody attends. Always publicize Chapter meetings. The following are a few simple ways to publicize your meetings:



- 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.
- Create Facebook or Evite events for each meeting and invite all eligible members.

## Professional Development

### **Student-run Firms and National Affiliation (Supplemental manual available)**

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 Vice President of Professional Development Ashleigh Kathryn for more information, and download the Student-run Firm Handbook from the PRSSA website.

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 Vice President of Professional Development Ashleigh Kathryn 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 a 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. However, if PRSSA members join PRSSA the same semester in which they graduate, then their PRSA dues will be \$5.

### **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. Currently, the annual dues for this Section are waived for PRSSA members. 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.

Contact the National President Andrew Cook or Immediate Past President Emma Finkbeiner for more information on joining PRSA.

### **More Ways to Grow**

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

- Participate in mentoring or job shadow programs.
- Plan a dinner or luncheon with PRSA Chapter members.
- Attend national events, Regional Conferences and PRSA Chapter events.
- Volunteer for PRSA luncheons and events.
- Join your school's student-run firm (if applicable).

## 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.
- Know your school's rules and the state laws for on-campus fundraising.
- Review the National FUNdraising Playbook and submit your ideas.

Ideas for fundraising include:

- *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.
- *Public Relations Support* — Help organizations with events, websites and collateral materials.
- *Professional Headshots* — Enlist a photographer to take headshots for students of any major for a small fee.
- *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.
- *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/Holiday Grams* — Deliver small gifts or goodie baskets from parents or friends to surprise students.
- *Yard Sale* — Take donations from students and faculty.
- *Selling Talent* — At a PRSA social, local PRSSA members offer their public relations services (tweeting, creating media lists, writing releases) as part of a service auction. Each can be “bought” for an amount determined by your Chapter.

## 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.

### **Blogging**

Blogging gives your Chapter a platform to provide information and resources to members and professionals.

Content can focus on a variety of topics, including:

- Chapter announcements.
- Event and meeting highlights and recaps.
- PRSSA scholarship information and deadlines.
- Relevant news regarding industry trends.
- Interviews with public relations professionals.
- Highlights of Regional and National events.

Benefits to your Chapter will include:

- Credibility as a young professional and industry voice online.
- Résumé and portfolio opportunities for members.
- Relevancy on social media channels.
- Connection to local professionals and networking opportunities.

Keys to blogging success:

- Consistent, frequent updates – Decide on a content calendar and stick to it.
- Diverse content – Share information on a variety of topics in an array of formats.
- Vivid imagery – Use photos, videos and infographics to add dimension to the content.
- Strategize social strategy – Blog content should be included and utilized in your Chapter social media strategy.
- Promote to members – Ensure members are aware of the blog by including the link in Chapter emails and promotional materials.
- Measure success – Set up Google Analytics to track blog statistics and identify opportunities for improvement.

### *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.

### *Measurement*

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.

### **Twitter**

Twitter connects people through the exchange of short, frequent updates known as “tweets,” of 140 or fewer characters. These messages are posted to your profile, sent to your followers and are searchable on Twitter. Posts can be grouped by topic or type with the use of hashtags by placing the “#” symbol in front of a topic, and other Twitter users can be mentioned by placing the “@” symbol in front of their username. Messages from other users can be quoted directly by use of the retweet feature. Twitter chats, typically lasting an hour, have become popular live sessions for sharing resources and information about tagged topics. PRSSA National hosts a least one Twitter chat per month during the school year.

### *Chapter Use*

Most Chapters have a Twitter account that is typically run by the communications, digital or social media director. Chapters use Twitter to update their members on meeting times and to connect with other Chapters, organizations and professionals. Chapters often create their own hashtags, tweet during meetings for those who cannot attend, send links to public relations articles and post pictures from events. Retweet content from @PRSSANational to share national news with your members, follow the hashtag for #PRSSA during Twitter chats and follow hashtags such as #PRSSANC, #PRSSANA and #PRSSALR for National events.

### *Measurement*

Several websites can help you monitor your tweets’ impressions, retweets or mentions. You can see how many people looked at a text-based tweet or recently tweeted URL, including 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, whom you retweet most, whom you reply to most and what times you tweet most.
- Tweriod.com provides the best time of day to tweet to your followers.
- Bufferapp.com allows you to upload media or articles and shares it for you throughout the day.
- Tweetchat.com makes participating in Twitter chats easy to follow with the ability to customize frequency.
- Hootsuite.com allows users to monitor several streams and schedule tweets.
- Twitalyzer.com analyzes your current Twitter level and how you can reach the next one.

### **Facebook**

Facebook connects people via photos, status updates, groups, pages, links, event invitations and more. Users on this social network can upload an unlimited number of photos, share links and videos, participate in conversations, interact with brands and connect with new people. Facebook is a vital tool for keeping specific audiences and

relationships up-to-date on breaking news, upcoming events and organizational changes. PRSSA Chapters can utilize Facebook by connecting with members and other Chapters via Facebook pages and groups.

### *Chapter Use*

Chapters should create a Facebook Page and/or a Facebook Group to stay connected with members and fans. A page encourages two-way communication for updates, which is vital in public relations. A group encourages more intimate communication for members. Facebook Fan Page recommendations include:

- 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 comments and questions on the page.
- Promoting other websites your Chapter is on.

### *Features*

- *Wall* – Allow for your Chapter’s fans to leave comments and encourage responses to your posts on your wall.
- *Info* – Filling out the information will add content to your page, which helps those who may be searching Facebook for your Chapter’s page. Add updated contact information and be sure to link to all of your Chapter’s websites, including other social sites.
- *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 and updates to your blog or website. This encourages fans to visit your blog. Include links to interesting articles for public relations students. Use your page so people see it as a resource.
- *Events* – Facebook event pages are convenient for publicizing events. After following the easy steps to create an event, make sure to allow others to invite friends.

### **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 with alumni and provide a meeting place to promote the open exchange of ideas. The multiple tabs for groups are used as follows:

- *Discussions* – Post questions or start discussions.
- *Members* – A comprehensive list of all members who belong to the group.
- *Promotions* – A place to share articles, promote products/services and market.
- *Jobs* – Post jobs and internships for group users.

### *Chapter Use*

Chapters can add discussions, promotions and jobs. The more opportunities for interaction you add to your group, the more valuable your group will be to the community. It is a great

place to post about meeting times, involvement opportunities, deadline reminders and more. Announcements can be sent to all group members or added as a discussion thread, and you also have the option to mark a thread as a featured discussion for extra visibility.

### *Best Practices*

The biggest challenge Chapters face in social media is motivating two-way communication. The best way to overcome this is through consistently putting out new, relevant content. Open-ended and opinion questions also can lead to more participation and increased discussion.

Additional tips:

- Your group name is important. Consider which keywords your target members will search for. Make sure your group name follows the PRSSA Brand Identity Guidelines.
- Use featured discussions to highlight particular content or offers. Mark a discussion as featured to pin your thread at the top of the discussion board.

### *Promotion*

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

- Internally promote group members to follow the group and display it on their profile.
- Invite coworkers, past colleagues and customers to join and start discussions.
- Promote the group on your website, blog, email newsletter and social media networks.
- Invite key industry experts to join and engage.

### *Measurement*

Follow LinkedIn Company Page analytics to identify engagement trends. To track the click through rate of links in your announcements, use a URL shortening tool with analytics such as [bit.ly](https://bit.ly). And of course, be sure to measure the traffic, leads and customers you get from LinkedIn over time and properly archive the information.

## **Instagram**

Instagram is a visually-driven platform that allows users to share photos and short video clips on their personal profiles and timeline feeds. Instagram uses familiar elements of other platforms, such as hashtags and handles for grouping posts or connecting with others. Instagram is vital to staying relevant in our visual generation.

### *Chapter Use*

Chapters can use Instagram accounts to post photos and videos of future and past events, speakers, conferences, ceremonies and more. Instagram also can be a great platform for encouraging member participation, whether in campaigns, contests or engagement. The value of Instagram is that it allows for a beautiful, simple visual presentation.

### *Best Practices*

Make sure the photos and videos posted are carefully selected. Instagram should be the chosen method of promoting only when the content lends itself well to visual presentation. Because Instagram doesn't allow Web links in the captions, do not post long or complicated URLs in posts. Only tag Chapter members in photos in which they appear. Because there is

no algorithm, try to avoid posting multiple photos of the same event in a short time period so that followers' feeds aren't overloaded with PRSSA.

#### *Measurement*

There are multiple free Instagram analytics tools available to track visibility and engagement.

#### **PRSA Social Media Policy**

The PRSA Social Media Policy offers guidelines to PRSA leaders, volunteers and employees who engage in social media activity on behalf of themselves and PRSA, and to serve as a reminder of social media best practices. It addresses topics that include social media content creation, brand consistency, personal use and legal compliance, as well as guidelines for engaging communities, working with bloggers and contributing value. PRSA hopes this policy will serve as a tool for members to use within their own organizations, a guide for academics to follow and a model for other organizations who are active in the social media and communications space. Access the PRSA Social Media Policy at [www.prsa.org/AboutPRSA/GuidelinesLogos/SocialMediaPolicy/](http://www.prsa.org/AboutPRSA/GuidelinesLogos/SocialMediaPolicy/).



## 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 past events. In 2015, attendees were broken up into cohort groups of five to 10 Chapters and encouraged to stay in touch throughout the whole year. Please note: 2016 is the first year that Firm Directors of Nationally Affiliated Student-run Firms have been included in this event.

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

*Meetings and Events* – 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.

- Agency visits. For some Chapters these are once a year events. For others, these are monthly visits, established with the firm, which different members may attend.
- Résumé, business cards, social media or elevator pitch workshops.
- Keep your first Chapter meetings creative, not just informational. Get the important information across, but include a workshop, case study or other activity.
- Have a brainstorming session or distribute a survey 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.
- Offer practice interviews with public relations professionals.
- Create opportunities to get real experience writing, event planning, etc.
- Encourage seniors to help underclassmen pick their classes and semesters, advising on their experiences with various courses and professors.
- Mock interviews with public relations professionals; speed interviewing sessions allow students to meet several professionals.

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

- Create video parodies of each e-board position so members can learn about each role.
- Organize committees to support e-board members. Those committees create interest in and prepare members for leadership positions.
- Allow e-board members who are away for the summer to participate in your summer meetings via Skype or Google+ hangouts.
- Share your calendar with your sponsor 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 requires individual outreach.

- Rewards 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 rewards for active members such as certificates, scholarships, etc.
- PRSSA mentor/mentee programs. Pair new members with a mentor who keeps in touch throughout the year and holds the member accountable for attending meetings.

*Fundraisers* — The Chapter News section of the PRSSA website and the FUNdraising Playbook are great places to look for ideas that have been successful for other Chapters. Fundraising offers members experience with event planning and promotion.

- 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.
- 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. You also can do a headshot fundraiser.
- Partner with other organizations to fundraise.
- Some stadiums will donate to your organization if you will do the post-event clean-up.
- Connect with professors to help with fundraising.
- 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.
- Help campaign with American Cancer Society or other causes.

*Socials* — Ensuring that each Chapter member knows others in the Chapter is a vital part of member retention.

- PRSSA Day. Go on outings together, hang out as a Chapter and include everyone.
- Networking events.
- Personal branding sessions or résumé reviews specific to public relations.
- Ice cream socials, school sporting events and movie nights.
- Tweetup meetups via your Chapter hashtag or Chapter Twitter account.

*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 to enhance professional development.
- Set up a meeting with your sponsoring PRSA Chapter e-board.

*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. You can 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 entry-level 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, a role or a purpose and the information they need to participate.
- Be excited about the organization.
- Always be informative. Share news from PRSSA National and other Chapters, and bring new lessons members don't learn inside the classroom.
- Celebrate your Chapter's accomplishments.
- Develop personal relationships between the executive board and general membership so that members see the board is invested in their development and wants them to keep coming back.

## **PRSSA Style and Brand**

The PRSSA logo is the official insignia of the Society and should not be altered or changed. Download the official logos from the PRSSA website ([www.prssa.org/about/Brand](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 Brand Identity Guidelines on the PRSSA website ([www.prssa.org/about/Brand](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 ([www.prssa.org/about/Brand](http://www.prssa.org/about/Brand)).

## FAQs

*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
- PRSSA handbooks and guides such as the Regional Conference Handbook, Student-run Firm Handbook, Relationship Manual, Advocacy Guide and Fundraising Playbook
- PRSSA website. All PRSSA documents, manuals and applications are online.
- Other PRSSA members, especially Chapter leaders

*When are the dues deadlines?*

Dues from your individual Chapter members must be received at PRSSA Headquarters no later than Nov. 1 for members joining in the fall and March 1 for members joining in the spring. Dues are \$55 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 \$55 per member. Call PRSSA Headquarters with questions at (212) 460-1474.

Email your Chapter Information Sheet and your Member List to [prssadues@prsa.org](mailto:prssadues@prsa.org). Then mail a hard copy of the Chapter Information Sheet along with your Chapter dues payment for the total amount to: PRSSA Membership Dues, 120 Wall Street, 21<sup>st</sup> Floor, New York, NY 10005.

*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.

*What do our members receive for their dues?*

PRSSA provides opportunities. It is up to your members to take advantage of the many benefits 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 Monthly Update, Internship Center and Jobcenter
- PRSA – PRSA New Professionals Section, PRSA Associate membership (at a discounted rate)
- Networking – Mentoring, events, PRSA Sponsoring Chapters, Champions for PRSSA
- Membership certificates and cards
- Scholarships, Competitions and Awards – More than \$30,000 awarded for leadership, achievement, dedication to the profession and the Bateman Case Study Competition
- Leadership Opportunities – At the local and national level

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 regularly write for PRSSA national publications *FORUM* and *Progressions*?
- 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 giving back and engaging in the form of high school outreach?
- Are we sufficiently recognized by our school's committee on student organizations?
- Do we have an awards system to recognize outstanding public relations achievements?

*Does PRSSA offer graduation cords?*

The official PRSSA color for graduation cords is navy blue. How cords are purchased and distributed is up to the discretion of each Chapter's executive board. PRSSA does not require Chapters to have graduation cords.

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**

### *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 nonmember 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 2017

*ARTICLE I. Membership*

Section I. **Eligibility.** Membership shall be composed of undergraduate 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 Executive Director 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 Executive Director 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 Publications Editor in Chief. The Vice Presidents shall be named: Vice President of External Affairs, Vice President

of Chapter Development, Vice President of Member Services, Vice President of Professional Development, Vice President of Digital Communication, Vice President of Career Services, and Vice President of Events and Fundraising. 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 Executive Director, who shall serve as a full-time staff administrator of the student society, and who shall be appointed by the President and CEO 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, seven Vice Presidents and the Publications 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 PRSSA 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 Executive Director.** The PRSSA Executive 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 Executive Director shall perform all duties normally incident to the position of controller. The PRSSA Executive 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 Publications Editor in Chief.

Section 2. **Terms in Office.** Each of the national officers, except the Immediate Past President and Publications 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 Vice President, 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, such as the PRSSA/PRSA relationship and PRSA Associate membership. 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) Publications Editor in Chief – Responsibilities include, but are not limited to, managing the national newspaper, *FORUM*, and national blog, Progressions.

(d) Vice President of Career Services – Responsibilities include, but are not limited to, developing and promoting national internship and job directories, services and programs.

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

(f) Vice President of Digital Communication – Responsibilities include, but are not limited to, promoting and managing PRSSA digital communication activities to internal and external publics.

(g) Vice President of Events and Fundraising – Responsibilities include, but are not limited to, coordinating and supporting activities such as regional conferences, cross-Chapter interaction and Chapter fundraising

(h) Vice President of External Affairs – 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 the PRSSA Diversity Initiative and High School Outreach.

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

(j) Vice President of Professional Development – Responsibilities include but are not limited to, promoting and managing programs that facilitate the growth and development of student-run PR firms and the Ethics Initiative.

## 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 Executive 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 Executive Director. 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 Executive 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 1. Purpose.** PRSSA National Subcommittees 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 Executive 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 Executive 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. **State of the Society.** A State of the Society Report on the Society's major activities prior to the Assembly 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 Executive 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. 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 Executive 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 Executive 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 I. **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 Executive 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 Executive Director.

Section 3. **Voting Procedure.** Upon receipt of the completed petition, the PRSSA Executive 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 Executive 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 Executive 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 Executive 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 1. **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 Vice President 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 1).

#### 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 Executive 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 Executive 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 Executive 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 Executive 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 Executive 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 Executive Director 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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