

PRSSA Diversity Initiative
(est. 2005, updated 2017)

PRSSA supports PRSA's commitments to diversity and encourages Chapters to recruit and retain diverse membership and leadership that is representative of the demographic composition at their college or university.

Each PRSSA Chapter across the nation should evaluate and consider what it will do to support the PRSSA Diversity Initiative.

Following the PRSSA Diversity Initiative, the current PRSSA National Committee will work:

1. To recruit a PRSSA Chapter and/or PRSSA student-run firm to research and communicate ways that all Chapters can partner in the PRSSA Diversity Initiative.
2. To contact and encourage participation in national and regional events from the Historically Black Colleges and Universities (HBCUs) and Hispanic Association of Colleges and Universities (HACUs) who have PRSSA Chapters.
3. To use the annual Diversity Month as a forum to discuss and celebrate all types of diversity.
4. To ensure the stability of U.S. Chapters at HBCUs and HACUs, as well as PRSSA's international Chapters, by establishing a check in system with the vice president of Chapter development.
5. To encourage all Regional Conference coordinators to incorporate diversity and a multicultural focus into Regional Conference programming.
6. To address the topic of diversity at all national events. Methods include, but are not limited to, hosting a topical session, providing information during a key function and speaking about diversity during a Chapter Development Session.
7. To encourage Chapters to qualify and apply for the [Chapter Diversity Teahan Award](#).
8. To ensure diversity is clearly and inclusively stated in the PRSSA Bylaws.
9. To promote the above commitments, put the initiative on the website and implement qualitative and quantitative measurement systems.

The PRSSA National Committee and the Society's leaders will work to meet the 9 goals of the above initiative by the end of each academic year.