

PRSSA 2020
Situation Analysis

Table of Contents

Introduction.....3

National President6

Immediate Past President10

Vice President of Brand Engagement12

Vice President of Career Services15

Vice President of Chapter Development21

Vice President of Digital Communications29

Vice President of Diversity and Inclusion37

Vice President of Events and Fundraising41

Vice President of Member Services.....50

Vice President of Professional Development57

Additional National Committee Members61

The Future of the Society: Where To Go62

Introduction

This document, established by the Public Relations Student Society of America (PRSSA) National Committee, sets goals for the future that will lead successive National Committee members toward a vision and ensure the Society's growth, advancement and achievement. This document will remain a work in progress and be updated annually by the current National Committee.

Included is in-depth information on current National initiatives as well as goals and objectives for future National Committees to support their platforms and programming, and a timeline of major responsibilities. In addition, there is an overall view of the future of the Society from PRSSA 2019–2020 National President Nicholas Goebel (and former National Presidents) located in the "Future of the Society" section.

The Situation Analysis should be viewed as a guiding document that has two roles. First, future National Committee members should build their platforms from this document and add their creative problem-solving and strategic skills to help advance the Society. Second, Chapter leaders should use this document when setting goals and initiatives. By working together, on the local and national level, PRSSA can connect and advance.

History

In 1968, the Public Relations Society of America (PRSA) founded PRSSA to cultivate relationships between students and public relations professionals. PRSSA aims to foster understanding of current public relations theories and practices, encourage the highest ideals and principles, instill a professional attitude and encourage PRSA Associate Membership and eventual Accreditation in Public Relations.

PRSSA Organization

On April 4, 1968, the PRSA Board of Directors created the first PRSSA Chapters at nine schools that met the charter requirements; these are the Alpha Chapters. Those charter Chapters were: University of Florida, University of Houston, University of Maryland, The Ohio State University, San Jose State College, University of Southern California, University of Texas at Austin, Utica College, and West Virginia University. Three additional Chapters were approved on June 28: Central Missouri University, North Dakota University, and Syracuse University. Kent State University received its charter on Sept. 13 and Northern Illinois University on Nov. 17.

PRSSA Management and Leadership

The National Committee leads PRSSA and includes the following 14 members:

National President	Vice President of Events and Fundraising
Immediate Past President	Vice President of Member Services
Vice President of Brand Engagement	Vice President of Professional Development
Vice President of Career Services	National Faculty Adviser
Vice President of Chapter Development	National Professional Adviser
Vice President of Digital Communications	PRSA Board Liaison
Vice President of Diversity and Inclusion	PRSSA Executive Director

Students on the National Committee serve a one-year term, June 1 to May 31, and are elected at the annual PRSSA Leadership Assembly. Officers must maintain full-time enrollment in school through the fall semester of their term. The National Committee manages PRSSA while serving as a resource to members and Chapters.

Note: The National President position is a two-year commitment. The person elected spends the first year as National President and transitions into the advisory role of Immediate Past President for the second year.

Annual Report

If the National Committee develops an annual report, this falls under the vice president of brand engagement responsibilities. This document summarizes the accomplishments of the National Committee and previews the next year. This document should be published each year before the end of May.

Press Releases

PRSSA National Headquarters and the vice president of brand engagement write most press releases. Topics include National Committee initiatives, International Conference, Leadership Assembly, the Bateman Case Study Competition and scholarship winners. The vice president of brand engagement should monitor PRSSA activities to determine when such releases are necessary.

Other National Committee members and Chapters write releases as needed. The vice president of brand engagement works with PRSSA National Headquarters to manage the publishing of these releases.

Membership Dues and Online Registration

Now that biannual dues may be paid by individual students online, we will continue to advocate to further encourage all Chapters to allow their students to pay individually. This will help with collecting accurate contact information for all members across the board.

National Committee Monthly Reports

To keep the other National Committee members updated on their projects and events, each National Committee member submits a report via email on the first day of each month. The report describes each Committee member's activities. These reports help the National President oversee the National Committee and assist the Committee in collaborating virtually.

PRSSA Vision and Mission Statements (Established in 2016)

Vision

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

Mission

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

Strategic Plan

Membership - Build a more robust and engaged community of public relations pre-professionals. Grow the Society in numbers and in areas such as diversity, creativity and level of involvement. Recruit new universities and reinvigorate existing Chapters. Maintain PRSSA's reputation as the foremost organization for pre-professional students interested in public relations and related fields. Encourage the pursuit of lifelong learning.

Leadership - Provide superior leadership training to all members and enhance professional growth with meaningful experiences both inside and outside of the classroom. Act as thought leaders for the education and future of the profession. Keep pace with the quickly evolving nature of the profession and be innovative in advancing the Society. Lead the industry in ethics and diversity initiatives.

Service - Give back to local communities and professional organizations. Engage in pro-bono work through Student-run Firms and Chapters. Be an asset to members throughout their educational journey and beyond. Be approachable, honest and fair. Provide members with national, regional and local opportunities to network, share ideas and grow professionally.

Running for a Position on the National Committee

National Committee Election Applications

Those applying for a PRSSA National Committee position must submit an application, an essay and a list of previous accomplishments and proposed goals (platform). Candidates are expected to review the PRSSA Situation Analysis, speak with the Committee member currently serving in the desired position, clearly understand how PRSSA functions, and review the job description and responsibilities of each National Committee position.

National Election Procedures

The PRSSA Leadership Assembly is an annual meeting of Chapter representatives to elect national officers and vote on Bylaw amendments. Each PRSSA Chapter sends one official delegate to the event to represent the Chapter in the election proceedings. Any delegate wishing to amend the PRSSA Bylaws during Leadership Assembly must submit a written request to the National President by the established deadline.

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, Assembly delegate and alternate delegate, and Professional and Faculty Advisers. To ensure uniformity among PRSSA Chapters, elections must be completed by March 27 so new officers may assume their responsibilities on June 1.

PRSSA recommends using the following simple, uniform election procedures from year to year:

At least one month before elections, announce the open offices, present the job descriptions and invite nominations from the floor at a general meeting. After a nomination is seconded, the candidate must accept. (Students may nominate themselves.) Nominations are closed when no further nominations are received from the floor.

Candidates have three days to return a completed nomination form to the Chapter secretary. The forms allow candidates to campaign for a position and the general membership to review all candidates' qualifications. The secretary should provide copies of the forms to each Chapter member at the next general meeting.

At this meeting, candidates present and then answer questions. Immediately after all presentations are done, a closed-ballot vote should happen. The secretary and other non-candidates on the current executive board should collect the ballots, count them in another room and then return to report the results to the membership and candidates. Old and new officers meet to discuss their expectations and goals for the next year. The new executive board assumes its responsibilities at the next general meeting.

National President

The National President is the principal administrative officer of the PRSSA National Committee and liaison to the PRSSA Advisers, PRSSA Executive Director and Board of Directors. He or she organizes agendas and programs for National Committee and PRSSA National Assembly meetings. The National President supervises the PRSSA International Conference, regulates Chapter probation and charter revocation, advises and instructs National Committee members on policies and procedures of PRSSA and administers PRSSA Chapter and member award programs. The National President has the responsibility to initiate a platform, as do all officers of the National Committee when elected, and to maintain progress toward achieving the platform throughout the term to the best of his or her ability. The National President also works with the Immediate Past President to promote PRSA Associate Membership.

Current Programs

PRSA Associate Membership

The National President and Immediate Past President work in tandem to oversee and promote PRSA Associate Membership. This program provides discounted PRSA membership fees to PRSSA graduates for their first four years out of school. PRSSA currently works with the PRSA New Professionals Section and PRSA as a whole to effectively communicate the benefits of Associate Membership and track progress from year to year. PRSSA works closely with the PRSA New Professionals Section to advocate for Associate Membership and active involvement upon graduation. The National President also should work to educate members about the transition from student to professional and include this in Associate Membership promotion.

Challenges of Promoting PRSA Associate Membership

- Students may be unaware of the benefits of joining PRSA as an Associate Member, and therefore do not join at all.
- PRSA Associate Membership is not perceived as relevant to students who are not graduating, and awareness of the value proposition differs from Chapter to Chapter and student to student, making this a subject that will need to be continually reinforced.
- Many graduates take post-graduate internships rather than obtaining immediate full-time employment, and face tight budgets, thereby delaying their interest in joining PRSA.

The future of promoting PRSA Associate Membership includes continuing to work with the PRSA New Professionals Section and providing structure to the program to close the transitional gap between the Societies and help members successfully move forward in professional development outside of school and the workplace.

PRSSA and the PRSA New Professionals Section should work together on programming and communication to give graduates the tools they need to be successful in their careers. In addition, the New Professionals Section can help orient its audience on a career path that involves active PRSA membership.

District Ambassadors

In line with the objective of growing the Society's involvement while also developing students as future leaders, the 2017–2018 National Committee developed a new tier of leadership known as Regional Ambassadors. The 2019–2020 National Committee reorganized the PRSSA map to match PRSA. Regional Ambassadors have now changed to District Ambassadors. The District Ambassadors' mission is to engage each Chapter within PRSSA while strategically building regional communities within the Society and promoting National events and initiatives. This is done principally through the Phone Email Outreach Tree (PEOT) initiative managed by the vice president of Chapter development. District Ambassadors are District leaders that play an important role in reaching Chapters that show signs of decreased activity or membership and may be in need of specific attention or assistance. District Ambassadors also may be utilized to assist in promoting National Committee's programs and initiatives.

Tactics

- Assist the vice president of Chapter development in selecting a group of student leaders that are qualified and committed to carrying out the PEOT initiative that is representative of the Society's geographic and demographic diversity.
- Support the vice president of Chapter development in training and managing the District Ambassadors.
- Manage the relationship between the National Committee and District Ambassadors and facilitate opportunities for both groups to support and collaborate with each other.

Future

- Developing the optimal timeline to be able to best foster relationships between Chapter presidents and District Ambassadors.
- Ensuring that District Ambassadors receive sufficient value for their service to the Society.
- Develop the District Ambassador role to include chartering new Chapters as an additional focus

Responsibilities:

- Attend summer and spring trainings over video calls for District Ambassador program
- Attend PRSSA Leadership Assembly
- Attend PRSSA International Conference
- Reach out and connect to assigned District for Phone Email Outreach Tree
- Lead video team building and goal-setting video calls with your District's executive board at the beginning of their term
- Possibility of helping coordinate Leadership Summits at District Conferences
- Respond to emails from PRSSA members within 24 hours.
- Write content for vice president of brand engagement that relates to what they do, how they are helping, or a strategy that works well for member retention/recruitment.

Benefits:

- Discounted PRSSA International Conference registration
- Special recognition at PRSSA International Conference
- PRSSA National leadership experience
- Build your PRSSA network with leaders in your District

PRSSA Situation Analysis

The National President oversees additions and edits to the Situation Analysis. Each year, the National President should collect and review job descriptions from National Committee members. The National President also completes the "Where to Go" section, giving the Society a vision for the future.

Research

Based on his or her platform presented at Leadership Assembly, the incoming National President must release the annual PRSSA membership survey in May before the beginning of the new term. The survey was first conducted in 2004 and continues to measure the effectiveness of national programming and composition of membership. The National President should work in tandem with PRSSA National Headquarters and the Immediate Past President to ensure a timely execution for this initiative.

Counsel

The National President counsels National Committee members throughout their terms. The National President should respond to the Committee's monthly reports. The National President will hold a transition meeting with the Immediate Past President and PRSSA National Headquarters in May before the term begins.

Handbook Updates

The National President is responsible for updating the national handbooks at the start of his or her term while working with the Immediate Past President to incorporate best practices from the previous year, making the handbooks a more relevant tool for new Chapter leaders to use.

Timeline

Ongoing

- Promote Associate Membership and the New Professionals Section via existing PRSSA channels.
- Work with vice president of digital communication to promote platform via social media channels.
- Support members of the National Committee and District Ambassadors with responsibilities

April (before term begins)

- Attend PRSA Leadership Assembly; co-host PRSSA Leadership Assembly with Immediate Past President.

May (before term begins)

- Attend transition meeting with current National President at PRSSA National Headquarters.
- Work with incoming National Committee to develop yearlong, achievable platforms; conduct phone calls to go over platforms.

June

- Host National Committee Leadership Retreat.
- Assist National Committee in revising platforms for the upcoming year.
- Assist in the recruitment and selection of District Ambassadors.

July

- Represent PRSSA at the Plank Center for Leadership in Public Relations board meeting in Chicago.

August–September

- Draft letter to PRSA Chapters to encourage outreach and communication to PRSSA Chapters.
- Assist in training the District Ambassadors.
- Assist in promotions for the International Conference.

October

- Serve as spokesperson for the Society at the PRSSA International Conference, the PRSA International Conference and the PRSA Leadership Assembly.

November–December

- Work with National Committee to develop goals for the future; include in the Situation Analysis.
- Evaluate the success of District Ambassadors and make any necessary adjustments.
- Edit the Situation Analysis.
- Begin preparations for Leadership Assembly.
- Begin planning for the upcoming International Conference by attending the Conference site visit and participating in Conference update phone calls.

January

- Release revised Situation Analysis.
- Represent PRSSA at the Plank Center for Leadership in Public Relations board meeting at the University of Alabama in Tuscaloosa.

February

- Assist National Committee candidates as they prepare to run at Assembly.

March–April

- Host Leadership Assembly.

May

- Update and release PRSSA survey to national membership.
- Assist incoming National President and National Committee with transition.

Immediate Past President

Current Programs

The Immediate Past President advises the National President and works on special projects. The Immediate Past President shall perform all duties of the National President if the National President is unable to do so. The Immediate Past President also will help the National President promote PRSA Associate Membership, work with the PRSA New Professionals Section to assist members making the transition from student to professional and manage PRSSA/PRSA Relationship Month.

PRSSA Situation Analysis

The Immediate Past President helps the National President revise the Situation Analysis, including the “Where To Go” section and the next national survey.

PRSSA/PRSA Relationship Month

The Immediate Past President provides Chapters with support in strengthening their relationship with their PRSA sponsor Chapters. This support should include promoting PRSA Associate Membership for graduating PRSSA members, PRSSA/PRSA Relationship Month in November, the PRSSA/PRSA Relationship Manual and other useful incentives throughout the year to encourage maintaining the relationship.

During Relationship Month, PRSSA strives for Chapters to host events with their local PRSA Chapters. The Immediate Past President must maintain Relationship Month’s success by:

- Making it relevant to diverse Chapters within the Society and promoting participation.
- Encouraging PRSSA members to continue to reach out to PRSA (despite possible past challenges).
- Encouraging Chapters to plan an event during October.
- Encouraging PRSA/PRSSA mentor relationships.

Past promotion for Relationship Month included Twitter chats, social media mini-campaigns, e-blasts and a series of posts on Progressions with relationship tips and Chapter best practices. Establishing more programs will solidify this program in Chapters’ routines.

PRSSA/PRSA Relationship Manual

The PRSSA/PRSA Relationship Manual was designed to help Chapters understand the benefit of their relationships with local PRSA members and vice versa. It is an important tool for helping members form stronger relationships with local professionals and engaging potential mentors. The Relationship Manual was revamped in 2011. The Immediate Past President must continue to expand the current document to include more examples and case studies as well as ensuring content is up-to-date.

Challenges of PRSSA/PRSA Relationships

- Helping PRSSA Chapters find methods to connect with PRSA Chapters.
- Maintaining Chapter interest in PRSSA/PRSA relationships throughout the year.

Future of PRSSA/PRSA Relationships

- Plan a joint PRSSA/PRSA networking event at International Conference.
- Incorporate more education about PRSA, what it is and why members should join.
- Increase the number of Chapters and Student-run Firms engaged in consistent mentorship programs with their sponsor Chapters.

Timeline

Ongoing

- Promote Associate Membership via existing PRSSA channels.
- Contribute to communication efforts, as needed.
- Serve as resource to Chapters in designated region.
- Promote the PRSSA/PRSA Relationship Manual.

May (before term begins)

- Attend transition meeting with next National President at PRSSA National Headquarters.
- Review National Committee platforms with incoming National President.

June

- Assist with National Committee Leadership Retreat, as needed.

August–September

- Plan programming and content for PRSSA/PRSA Relationship Month.

October

- Serve as spokesperson for the Society at the PRSSA International Conference when the National President is unavailable.

November

- Execute Relationship Month, including a Twitter chat.

January

- Revise the Situation Analysis with National President.
- Promote PRSA Associate Membership to December/January graduates.

March–April

- Attend Leadership Assembly and assist with programming, as needed.
- Promote PRSA Associate Membership to graduating seniors.
- Assist in releasing PRSSA membership survey.

May

- Assist incoming National President and National Committee with transition.
- Continue to promote PRSA Associate Membership.

Vice President of Brand Engagement

The vice president of brand engagement oversees the operation and publication of PRSSA's blog, Progressions, as well as its podcast series. Additional responsibilities for this position include recording the minutes at all National Committee meetings, creating recaps of every Twitter chat, creating the Annual Report and managing an editorial team. The vice president of brand engagement is responsible for monitoring analytic reports for the blog and podcast series and providing suggestions to increase readers and listeners.

The vice president of brand engagement strategically advocates for the Society and profession on the Society's behalf, building relationships with key audiences and developing opportunities for PRSSA media relations. The position also works with Headquarters to curate national news about PRSSA National initiatives and announcements.

Delegates to the PRSSA 2019 National Assembly voted to merge the Publications Editor in Chief role with the media relations aspect of the vice president of external affairs role, creating the vice president of brand engagement position, which is elected solely by the National Assembly.

Current Programs

Progressions

Content

Progressions is an outlet to provide commentary on behalf of the organization on recent trends and issues facing students and the profession. By engaging with members and potential members online, the blog provides an extension of the PRSSA social network with career advice, industry news and Chapter development in formats longer than other social media platforms. Blog posts are written by Chapter members, National Committee members, PRSA representatives and industry professionals. Posts are frequently coordinated to correspond to PRSSA or PRSA initiatives (e.g., Diversity Month and Ethics Month). Readership has increased significantly by incorporating various formats of multimedia content in the blog, such as photos, infographics, podcasts, quizzes, videos and how-tos. The vice president of brand engagement can use member research, conversation on social media pages and blog analytics to discern what topics and formats should be addressed on the blog. Another important aspect of the blog is utilizing relevant search engine optimization (SEO) tactics with each post and for the site overall to ensure the blog is highly ranked in search engines. The ultimate goal is to have three or more posts each week to ensure consistent traffic to the blog. The vice president of brand engagement works very closely with the vice president of digital communications to promote most if not all articles on at least one social media platform.

Editing

The vice president of brand engagement should monitor analytic reports for Progressions and the podcast series. It is encouraged to set goals that will increase visitors, page views and comments each year. The vice president of brand engagement also teaches student contributors about AP Style and journalistic-style writing, while holding contributors to the highest levels of journalistic integrity. In 2015, Progressions content editing moved from Microsoft Word track changes to Google Documents to ease the collaborative editing process and better ensure an educational value for student contributors. While optional, having a subcommittee serving as an editorial team greatly assists with assuring frequent availability of content and with sourcing new contributors to the publications.

Redesign

The 2011–2012 *FORUM* editor in chief (later known as the Publications Editor in Chief and now known as vice president of brand engagement) collaborated with National Headquarters and the National Committee to redesign the format of the blog and officially rename the PRSSA blog as Progressions. The redesign reflects the new PRSSA brand and the style of the new PRSSA website that was updated in 2011. Additionally, the new design incorporated more social elements including links to PRSSA's social media platforms.

Challenges of Progressions:

- Ensuring journalistic best practices are observed by contributors who may be unfamiliar with journalistic writing.

- Developing consistent content that interests members, covers a new topic or explores a new perspective of a previously covered topic.
- Incorporating multimedia posts on a regular basis.
 - Encouraging comments on the blog versus social media.
 - Continually growing readership and encouraging exploring of previously published content.
 - Ensuring contributors treat their contributions to the blog as professional development.

PRSSA Podcasts

In 2017, PRSSA launched two podcasts produced on a monthly basis. The first program, “*Podcast With the Pros,*” focuses on sharing the perspective of an exemplary professional with PRSSA members. The second program, “*Hidden Gems,*” highlights lesser-known benefits of PRSSA and allows members to enhance their membership experience. Podcast episode interviews were conducted by the Publications Editor in Chief, subcommittee members and members of the National Committee. Episodes were published to Progressions and promoted via PRSSA social media channels. In 2018, both podcasts became available on iTunes as a way to improve the number of subscribers. In 2019, both podcast series were made available on Spotify to further expand their accessibility. They are free and accessible to everyone.

Media Relations

The formation of the vice president of brand engagement role allowed for the strengthening of a media relations framework for the Society. The vice president of brand engagement helps determine media relations needs, drafts media releases and helps develop a PRSSA National media kit to utilize for such efforts.

Annual Report

Each spring, the vice president of brand engagement collaborates with the vice president of digital communications and the National President to create the PRSSA Annual Report. This document should be published before the end of the current National Committee’s term (May 31).

Past Programs

FORUM

Content

FORUM provides essential opportunities for the organization to communicate its programs, events and services to all members. The editor in chief is responsible for developing a wide variety of article topics that are written by a diverse body of people including Chapter members, National Committee members, PRSA representatives and industry professionals. Content is most helpful and interesting to Chapter members when it directly applies to their lives and activities in PRSSA, university programs or the professional world. To ensure all articles are interesting and relevant to members, the editor in chief should research members’ interests, set article word limits of between 300–700 words and develop photo assignments for select articles. The 2011–2012 National Committee voted to eliminate the print version of *FORUM* and publish solely online due to:

- Survey results from members saying they were not receiving the print edition.
- The rising increase of e-readership.

The 2018–2019 National Committee chose to discontinue *FORUM* due to:

- Declining readership.
- Allocation of resources.
- Alternative responsibilities.

Timeline

Ongoing

- Solicit content for Progressions including podcasts; layout and publish accordingly.
- Publish at least three articles per week to Progressions.
- Produce and publish an episode of both PRSSA podcasts on a scheduled basis.
- Promote initiatives via existing PRSSA channels.
- Work with vice president of digital communications to promote Progressions via social media channels.
- Contribute to the PRSSA Monthly Update and other communication efforts, as needed.
- Serve as a resource to Chapters in designated District.
- Generate Wakelet recaps for monthly PRSSA National Twitter chats.
- Monitor trade publications and major news publications daily for trends.
- Work with Headquarters and National Committee to determine media relations needs.

June–August

- Attend National Committee Leadership Retreat.
- Finalize yearlong initiatives.
- Determine if a subcommittee will be in place. If so, send out applications and hold interviews as necessary.

September

- Release applications for students interested in live blogging during International Conference.

October

- Attend International Conference; manage a reporting team for live blogging and photographers.
- Begin communicating with members interested in running for next National Committee.

November–January

- Generate content for the Situation Analysis.

February–April

- Attend District Conference.
- Attend Leadership Assembly; manage a reporting team for live blogging.
- Continue communicating with members interested in running for the next National Committee.

April–May

- Assist vice president of digital communications with layout and editing of the Annual Report.
- Transition the incoming National Committee member.

Vice President of Career Services

The vice president of career services' responsibilities include, but are not limited to, recruiting employers to post internship positions on the MyPRSA Internship Center; managing the MyPRSA Internship Center; communicating Internship Center updates to members; updating and promoting the Career Resources Manual; answering Internship Center inquiries from Faculty Advisers, Chapter presidents, members and employers; promotional material and conduct outreach; promoting Champions for PRSSA and collaborating with other positions to promote national internship directories and resources.

Current Programs

In 2013, National Assembly delegates voted to change the position title from vice president of internships and job services to vice president of career services. In 2016, the National Committee voted to officially include promotion of Champions for PRSSA within the vice president of career services' responsibilities. Beginning with the 2018–2019 term, the vice president of career services collaborates with the PRSA mentoring chair and/or co-chair to supervise a PRSA College of Fellows/PRSSA mentorship program known as Aspire Higher: Future Fellows Mentoring Program, also known as AHFFMP.

Internship Center

In July 2002, the MyPRSA Internship Center was created as a comprehensive, online database of public relations/communication internships and job opportunities for PRSSA members.

In June 2013, the new Internship Center was launched and now offers employers and members a streamlined interface for job posting and job searching.

In 2014, the vice president of career services worked with National Headquarters to give Internship Center administrators the ability to personally post positions as an “employer.” This internal ability allows the vice president of career services to post positions without having each employer create an account.

In 2015, the vice president of career services took an active role in the PRSSA website redesign task force, which, among other sections, included an analysis of all possible areas of improvement to the Internship Center.

As a first-time visitor to the Internship Center, an employer registers and creates a profile, which includes contact information and a company summary. Profiles are included in all the employers' postings. A registered employer can add, edit or delete a posting at any time.

Members can log in using a MyPRSA username and password. All current PRSSA members have a MyPRSA account. To obtain MyPRSA login information, members must go to the Internship Center homepage and click “Retrieve your login or password.” Members and employers can manage their accounts independently, with assistance from the vice president of career services, if needed. Members may post their résumés online for registered employers to view. Only signed-in employers can view résumés, preventing third parties from accessing members' information. Registered employers can search résumés by date, last name and keywords.

Each MyPRSA Internship Center posting includes the company's name, address, website and contact person. Postings also show the date posted, the position available, a job description, qualifications, compensation and instructions on how to apply. The Internship Center lists opportunities in all aspects of public relations and communications including firms, corporations and nonprofits.

MyPRSA Internship Center promotion occurs through Chapter mailings, Progressions, the PRSSA National Twitter handle, PRSSA National Facebook and LinkedIn pages, PRSSA Twitter chats, updates in the Chapter presidents' Google Group, Career Development Month and the vice president of career services' personal social media accounts.

Challenges of the MyPRSA Internship Center:

- Lack of awareness of the MyPRSA Internship Center by employers and students.

- Lack of employment opportunities in certain states, regions and internationally.
- Lack of awareness among PRSA membership.
- Low number of active employers compared to new employers.
- Low number of internships in popular geographic areas.
- Lack of students' knowledge about how to access the Center and best ways to utilize it.

Future of the PRSSA Internship Center

- Represent as many dimensions of the profession as possible (i.e., agency, nonprofit, corporate, etc.).
- Represent as many states, regions and countries as possible while continuing to explore International locations.
- Grow the number of users of the MyPRSA Internship Center.
- Implement a new Twitter account for the Internship Center.
- Create and implement new strategies through Internship Center communications plan.
- Continue to utilize PRSSA Student-run Firms to assist in Internship Center outreach and promotion.
- Compile and showcase employer and student testimonials.

Year	Number of Internships	New Resumes Posted	New Employers	New Candidates	Active Candidates	Active Employers
2008	452	189	474	1,545	*	*
2009	156	206	182	1,375	*	*
2010	123	141	149	1,288	*	*
2011	231	264	196	1,228	*	*
2012	201	211	86	1,015	*	*
2013	147	80	129	2,502	*	*
2014	127	194	148	1,412	13,300	*
2015	168	143	188	1,160	16,675	104
2016	190	173	132	1,202	15,730	85
2017	277	148	239	1,091	18,311	129
2018	233	167	178	948	18,139	94
2019	144	173	106	1059	18,108	57

*Active candidates' and active employers' statistics are unavailable for denoted years.

Career Resources Manual

The Career Resources Manual began as a collection of webpages with interview tips, a skills inventory and a personal press kit. Lindsey + Asp redesigned the manual in 2015.

Challenges of the Career Resources Manual

- Increasing awareness and usage among members.
- Finding relevant secondary sources to complement current material.

- Identifying necessary new topics to add to existing content.
- Utilizing unique aspects of the Career Resources Manual effectively (ex: Student Activity Planner).

Future of the Career Resources Manual

- Increase promotion of Career Resources Manual material.
- Utilize Joomag as a platform that allows members easier access.
- Utilize the Student Activity Planner as a recruitment tool to collaborate with Career Services.

Career Services Subcommittee or Student-run Firm

The Career Services Subcommittee or a Student-run Firm working with the Internship Center as a client, if established by the current vice president of career services, encourages organizations to post employment opportunities on the Internship Center. Members of the subcommittee or firm may contact PRSSA Chapters to promote the MyPRSA Internship Center and career resources or may conduct outreach to organizations to increase employer awareness of the Internship Center. Members gain experience such as:

- Interaction with the National Committee, Chapters and professionals throughout the country.
- Professional experience in a national PRSSA leadership role.
- The opportunity to polish networking skills and strengthen the Society.

The 2013–2014 vice president of career services organized a subcommittee of five members to conduct outreach to employers throughout the country. Each subcommittee member was assigned two PRSSA regions to focus on for outreach. Nationally Affiliated Student-run Firm Lindsey + Asp of the University of Oklahoma worked with the 2014–2015, 2015–2016 and 2016–2017 vice president of career services. Capstone Agency of the University of Alabama was selected in 2017 as the current Agency of Record for the Internship Center. Moving forward, the Agency of Record will be selected through an RFP process every two to three years.

Note: Responsibilities of the subcommittee or Student-run Firm differ from year to year at the vice president of career services' discretion.

During 2019–2020, the subcommittee, also known as the Agency of Record, was removed.

Champions for PRSSA

A new responsibility voted upon by the 2016–2017 National Committee, the vice president of career services will work more directly with Champions for PRSSA. This relationship and promotion will increase awareness and value of mentorship through the Champions to highlight the important role they play in career development. Additionally, the vice president of career services should contact all Champions at the beginning of his/her term to update the online directory with bios, headshots and active Champions.

Career Development Month

The 2015–2016 vice president of career services designated January 2016 to be PRSSA's first Career Development Month. This month seeks to inform members of all the National career resources available to them through the Society. Tactics should be coordinated with the editor in chief and the vice president of digital communications, with the help of the subcommittee or firm of record as needed. The vice president of career services oversees all aspects of this month.

Challenges of Career Development Month

- Increase awareness after its first year.
- Prove its value to members to justify future Career Development Months.
- Develop new and original content for members.

Future of Career Development Month

- Increase career-related initiatives throughout the month.
- Create theme and content for the entire month by working closely with vice president of digital communications for social media posts

Aspire Higher: Future Fellows Mentorship Program

The 2018–2019 vice president of career services collaborated with the PRSA College of Fellows co-mentorship chair to begin and coordinate the first year of the Aspire Higher: Future Fellows Mentorship Program (AHFFMP). The duties necessary for this program include: updating program application questions, accepting PRSSA Star Chapter applications, selecting three to five Star Chapters and supervising mutually beneficial and positive mentorships alongside the PRSA College of Fellows mentorship chair and/or co-chair. The number of accepted Star Chapters and PRSSA members is dependent on available PRSA Fellows as mentors.

Challenges of Aspire Higher: Future Fellows Mentorship Program

- Increase awareness of program among Star Chapters after its first year.
- Prove its value to PRSA College of Fellows in order to justify future years of the program.
- Its success is contingent on both PRSSA students' and PRSA College of Fellows' dedication to the program.
- Continue to provide mutually beneficial mentorships.
- Ensure communication is consistent between mentors and mentees throughout the entirety of the program.
- Organize the application process.

Future of Aspire Higher: Future Fellows Mentorship Program

- Increase number of PRSSA Chapters and PRSA College of Fellows members who participate in the program.
- Increase awareness of this mentorship program in PRSA and PRSSA members.

Timeline

Ongoing

- Maintain recruitment efforts for employers and encourage members to use the Internship Center.
- Contact new employers to encourage posting of internship opportunities.
- Work with vice president of digital communication and vice president of brand engagement to promote via social media channels and publications.
- Contribute to communication efforts, as needed.
- Serve as resource to Chapters in designated districts.
- Work with the Champions for PRSSA to promote offered resources
- Supervise Aspire Higher: Future Fellows Mentorship Program relationships

June

- Attend National Committee Leadership Retreat.
- Draft editorial calendar for Intern Talk.
- Develop subcommittee, if needed, or send out RFP to Nationally Affiliated Student-run Firms.
- Have first contact with PRSA College of Fellows mentorship chair and/or co-chair.

July

- Finalize any changes to the Career Resources Manual.
- Produce an Intern Talk blog post for Progressions.
- Update/Review Aspire Higher: Future Fellows Mentorship Program application.
- Send out congratulatory email to all Star Chapters in collaboration with the vice president of member services and introduce the opportunity to apply to AHFFMP.

August

- Direct subcommittee or Student-run Firm to promote National Initiatives.
- Produce an Intern Talk blog post for Progressions.
- Host kickoff call with Champions for PRSSA co-chairs to discuss the year's goals.
- Have Aspire Higher: Future Fellows Mentorship Program application deadline.
- Begin reviewing AHFFMP applications.

September

- Encourage PRSA Chapters to use Internship Center to post new positions for their members' companies and/or search for candidates.
- Utilize subcommittee or Student-run Firm members to oversee regions.
- Produce an Intern Talk blog post for Progressions.
- Prepare information to promote current programs during Career Exhibition at International Conference.
- Continue reviewing Aspire Higher: Future Fellows Mentorship Program applications with the assistance of the PRSA Fellows chair members and get final approval from PRSSA Headquarters

October

- Attend International Conference; highlight Internship Center resources to both PRSA and PRSSA members.
- Produce an Intern Talk blog post for Progressions.
- Promote the Champions for PRSSA events at International Conference and throughout mentorship month.
- Prepare Career Development Month content to run in January. Coordinate with vice president of digital communications and vice president of brand engagement.
- Contact each applicant of the Aspire Higher: Future Fellows Mentorship Program and announce the winning PRSSA Chapters.
- Collaborate with PRSA College of Fellows mentorship chair to match student to Fellow

November–December

- Produce an Intern Talk blog post for Progressions.
- Generate content for the Situation Analysis.
- Supervise Aspire Higher: Future Fellows Mentorship Program by checking status of each Chapter/PRSSA student and ensure they have contacted the mentor

January–April

- Encourage PRSA Chapters to use Internship Center to post new positions for their members' companies and/or search for candidates.
- Communicate with members interested in running for next National Committee.
- Attend District Conference.
- Attend Leadership Assembly.
- Produce an Intern Talk blog post for Progressions.
- Continue to supervise mentorships in the Aspire Higher: Future Fellows Mentorship Program

May

- Transition the incoming National Committee member.

Vice President of Chapter Development

The vice president of Chapter development's responsibilities include, but are not limited to, coordination of the Phone/Email Outreach Tree and immediate supervision of the District Ambassadors, programming for the PRSSA International Conference Chapter Development Sessions and Chapter President's Leadership Workshop, planning Leadership Training Sessions for the PRSSA Leadership Assembly, planning PRSSA's Community Service Initiative at International Conference, working with vice president of events and fundraising to coordinate Leadership Summits at District Conferences and serving as a resource for Chapters and their leadership.

Current Programs

Community Service Initiative (CSI)

The vice president of Chapter development coordinates and promotes a community service project at International Conference. The story of the initiative also is pitched to journalists for traditional and nontraditional media placements with the vice president of external affairs. Creating the pitch involves strategic planning led by the vice president of Chapter development in conjunction with PRSSA National Headquarters.

Some Past Community Service Projects

- 2019 Connect Our Kids. Social media campaign where students shared photos and videos to spread the awareness of Connect Our Kids mission.
- 2018 Rosie's Place, Boston. Students brought donations for Rosie's Place, a women's shelter.
- 2016 Richard L. Roudebush VAMC, Indianapolis. Students produced handwritten notes of encouragement and gratitude to local veterans leading up to Veterans Day.
- 2015 Ron Clark Academy, Atlanta. Students donated new or gently used books to be used in a redevelopment of the middle school's library.
- 2014 Access Housing Inc., Washington, D.C. Students donated travel-size toiletries to benefit homeless veterans.

Challenges of Community Service Initiative

- Encouraging Chapters and members to participate.
- Promoting the CSI in the limited time after CSI planning ends and Conference begins.
- Finding a community service project suitable for the Conference location and facilities.
- Creating something members can participate in on-site. If asking attendees to donate items, recognizing that certain items are difficult to travel with and can take up too much room in luggage.
- Creating an effective media list; thorough and proper media pitching and follow-ups with journalists leading up to and after Conference.
- Creating a way for students who cannot attend Conference to participate (remote participation).

Future of Community Service Initiative

Objective

- Launch a CSI that engages Chapters attending International Conference and also Chapters that cannot attend. The initiative could continue to exist annually after PRSSA commences the original program.
- Launch a CSI that connects PRSSA and PRSA more closely.

Tactics

- Add a social element to the initiative by coordinating it along with a Twitter chat, or in a social environment – a bowl-a-thon, benefit night at restaurant, etc.
- Begin the search for a service project earlier in the term, with ideas ready to discuss at the Leadership Retreat; have all finalized by the first Phone/Email Outreach Tree.

Chapter Development Sessions (CDS)

These sessions occur at the beginning of International Conference. Schools bid to share best practices in fundraising, membership retention and other Chapter initiatives through creative presentations earlier in the year. The incumbent vice president of Chapter development and incoming vice president of Chapter development select presenters with optional suggestions from the incoming National President.

- Select eight Chapter presenters, and one or two alternates if desired, using the following criteria:
 - Presentation will pertain to all PRSSA Chapters or members, regardless of size or location.
 - Presentation idea is adequate for allotted 25 minutes.
 - Topic is unique but relevant and incorporates a “how to” element (e.g., how to retain members, how to fundraise for Conference, etc.).
 - Create a scale at which the Chapter applications are formalized so you can accurately grade the applications.

Divide Chapters into four sessions (two 20–25 minute presentations for each and 5–10 minutes Q&A), pairing complementary topics and appropriate titles. Email a congratulatory message when selected and follow up with an email in June including initial thoughts about the application, what made it stand out and what will need work.

Work with Chapters beginning the summer before International Conference to ensure Chapters have necessary information, guidance and supplies for their presentations. Provide Chapters with a deadline tracker that outlines checkpoints throughout the summer and into October. Be available for questions and advice. All sessions will be made available on the PRSSA website.

Arrange weekly conference calls with each team for September. During the calls, Chapters should present as if they were at Conference including submitting their presentations for review. Make suggestions, give constructive feedback and check slideshows for errors and proper PRSSA style usage. Make them aware that:

- A computer and USB drive must be brought with their presentations on them.
- Internet access is unavailable in the hotel.
- Each Chapter using a Mac needs to bring an HDMI cord.
- All PowerPoints should be saved as a PDF to avoid formatting errors when switching computers.

Before International Conference, assign each National Committee member or a District Ambassador (except vice president of Chapter development and National President) a session to introduce. Provide the presenters' names and the Chapter contact's phone number. National Committee members may contact presenting groups to prepare.

Check in regularly with presenting Chapter contacts as needed leading up to International Conference. Presenting Chapters should arrive at Conference as early as possible to avoid travel delays. If the time frame permits, coordinate in-person rehearsals with presenting Chapters.

Work with presenters after Conference to publish presentations online on the Chapter Development Session section of the website so members who did not attend International Conference can still receive the valuable information provided.

Challenges of Chapter Development Sessions

- Keeping Chapters on target with their sessions and topics and providing constructive criticism.
- Maintaining communication with presenting Chapters during the summer.
- Effectively balancing all responsibilities on-site at International Conference.
- Keeping Chapters motivated to adjust presentation to an online format after Conference.

Future of Chapter Development Sessions

Objective

- Continue to hold sessions that are original, exciting, diverse and provide members with beneficial information.

Tactics

- Have Chapters promote sessions ahead of time to encourage more attendance at Conference.
- Ensure Chapters are engaging during their presentations, and research other Chapters' alternative solutions so information applies to Chapters of all sizes and needs.
- Encourage new Chapters who have had recent success to apply to host a CDS in the future.
- Collect finalized presentations at least a week in advance of the event and utilize them as an online resource after Conference.

Chapter Presidents' Leadership Workshop

The Chapter Presidents' Leadership Workshop is a development tool for Chapter presidents who attend International Conference. The vice president of Chapter development sets the theme, secures pro bono speaker(s) with PRSSA Headquarters' and the National President's approval, works with speakers to determine an agenda and contacts Headquarters with audio/visual requirements.

Challenges of Chapter Presidents' Leadership Workshop

- Securing speaker(s) and arranging audio/visual needs.

- Finding a topic that is not repetitive of another session at Conference or a Chapter Development Session.
- Tactfully discussing the presentation with the speaker to ensure it meets Chapter presidents' needs and the vice presidents' expectations.

Future of Chapter President's' Leadership Workshop

Objective

- Continue this session as a leadership enhancement tool for Chapter presidents.

Tactics

Presidents continue to look for tips about how to successfully lead in the following areas:

- Goal setting and motivation.
- Chapter and personal branding.
- Fundraising.
- Helping members find their passions.
- Member involvement.
- Diversity, credibility/ethics.
- Substantive meeting content.
- PRSA and mentor relationships.

Leadership Training Sessions at Leadership Assembly

Leadership training sessions allow the PRSSA National Committee, Headquarters and PRSA leaders to provide information and professional development to Chapter leaders. The vice president of Chapter development is responsible for the following:

- Setting themes and outlining three one-hour sessions alongside the National President.
- Providing outlines to National Committee members hosting each session.
- Contacting PRSSA Headquarters with audio/visual requirements.

Challenges of Leadership Training Sessions

- Creating sessions that are beneficial for a range of PRSSA members and a range of Chapter sizes.
- Ensuring that the sessions have an interactive element in them to drive participation.

Future of Leadership Training Sessions

Objective

- Continue to hold successful Leadership Training Sessions at Leadership Assembly.

Tactics

- Continue three one-hour sessions.
- Continue with an ethics session.
- Develop back-up plans for sessions if they fail to appeal to the audience on site.

PRSSA Phone/Email Outreach Tree

The PRSSA Phone/Email Outreach Tree is used by the District Ambassadors and National Committee to communicate with Chapter presidents. The PRSSA Phone/Email Outreach Tree was created to decrease the time taken by the National Committee to contact Chapter presidents and to encourage communication between the two parties. This is the bridge between National Committee, Headquarters and District Ambassadors.

The vice president of Chapter development is responsible for coordination of this program. Each National Committee member and District Ambassador are the points of contact for a group of PRSSA Chapters.

The vice president of Chapter development is in charge of coordinating and training new Ambassadors and National Committee for this role.

The vice president of Chapter development should connect with the National Committee, District Ambassadors and National Headquarters at least one week prior to sending out talking points for each Phone/Email Outreach Tree discussion. The National Committee should reach out to their assigned region two to three times during the school year.

In 2012, the responsibility of the PRSSA Phone/Email Outreach Tree was officially transferred from the vice president of digital communications to the vice president of Chapter development.

In 2016, the PRSSA Phone/Email Outreach Tree included a video slideshow component, encouraging Chapter presidents to share National announcements with their Chapters in a digestible format.

Responsibilities include:

- Updating Chapter presidents' contact information.
- Emailing each National Committee member and District Ambassador the Phone/Email Outreach Tree, which includes:
 - List of Chapter president contact information and Chapter information.
 - Talking points for email and phone conversations.
 - Sample email to send out and sample script for phone call.
 - The assigned Chapters they oversee.

Challenges of the Phone/Email Outreach Tree

- Getting Chapters to update contact information via the Chapter Officer Form.
- Coordinating the 20 or more phone calls per person in a timely manner.
- Managing the District Ambassadors to make sure they continue to feel supported and encouraged as a team. Helping to create a community.
- Finding Chapters that have been absent on a national level and assisting the corresponding District Ambassador in establishing contact with the Chapter leadership.

Tactics

- Encourage Chapters to visit PRSSA website each year to provide the appropriate contacts for the National Committee, and provide National Committee members with concise, specific talking points for ease of outreach.
- Continue to develop the role of District Ambassadors and enhance the training process.
- Activate District Ambassadors to transfer the information of Chapter leadership

Timeline

Ongoing

- Promote initiatives via existing PRSSA channels.
- Work with vice president of digital communications and vice president of brand development to promote platform via social media channels and Progressions.
- Contribute to communication efforts, as needed.
- Serve as resource to Chapters in designated District.

May (before term begins)

- Review Chapter Development Session applications and select presenting Chapters with current vice president of Chapter development.
- Research potential organizations to partner with for Community Service Initiative.
- Review and revise the District Ambassador application
- Open District Ambassador applications
- Hire District Ambassadors

June

- Attend leadership retreat; share ideas for Community Service Initiative and Chapter Presidents' Leadership Workshop, and updates for Chapter Development Sessions.
- Contact selected Chapter Development Session presenters.
- Finalize yearlong initiatives (as determined by vice president).

July–August

- Stay in touch with Chapter Development Session presenters; arrange calls to listen to presentations.
- Organize first outreach to Chapters via PRSSA Phone/Email Outreach Tree (phone calls).
- Plan Community Service Initiative and develop media list with vice president of digital communications.
- Finalize plans for Chapter Presidents' Leadership Workshop speaker(s).
- Train District Ambassadors.
- Begin first round of PEOT in early August.

September

- Send Chapter Development Session audio/visual needs to National Headquarters and plan rehearsals with presenters; assign National Committee members to assist and introduce.
- Submit finalized Community Service Initiative media list to National Headquarters for approval.
- Prepare information to promote current programs during Career Exhibition at International Conference.
- Analyze and organize PEOT data to be shared with Headquarters and National Committee.

October

- Finalize all Chapter Development Sessions; obtain copies of presentations for online archiving.
- Execute and monitor Community Service Initiative, Chapter Development Sessions and Chapter Presidents' Leadership Workshop; attend International Conference.
- Pitch Community Service Initiative to media before and after with vice president of digital communication.
- Promote membership dues with National President and by activating the District Ambassadors

November

- Promote transitions toolkits for mid-year leadership transitions.
- Promote membership Dues with National President and by activating the District Ambassadors

December

- Begin planning for outreach to Chapters via PRSSA Phone/Email Outreach Tree.
- Revise the Situation Analysis.
- Select topics for Leadership Training Sessions with National President, send to Headquarters for review and send instructions to National Committee teams.

January

- Choose topics for leadership sessions at Leadership Assembly.
- Execute second round of Phone/Email Outreach Tree.

February–March

- Distribute outlines to National Committee for leadership sessions at Leadership Assembly.
- Attend District Conferences.

April

- Attend Leadership Assembly.
- Review applications for the Chapter Development Sessions.
- Promote transition toolkits for year-end leadership transitions.

May

- Choose Chapter Development Sessions with incoming vice president of Chapter development.
- Transition the incoming National Committee member.

Vice President of Digital Communications

The vice president of digital communications manages the PRSSA social media accounts (Facebook, Twitter, Instagram, LinkedIn, YouTube). Their responsibilities include, but are not limited to, the following: promoting and adhering to the PRSSA Style Guide and PRSSA Brand Identity Guidelines; planning and hosting monthly Twitter chats, analyzing social media analytics and capturing live content at National events.

Current Programs

PRSSA Style Guide

The PRSSA Style Guide contains the official style guidelines for PRSSA publications. The Style Guide is used in addition to AP Style for reference when communicating to PRSSA Chapters and members. The Style Guide contains PRSSA and PRSA terminology, the official boilerplate, other styles for PRSSA capitalization and more. Following the PRSSA Style Guide is important for professionalism and cohesiveness when communicating to PRSSA Chapters and members. The Style Guide also covers how to properly write datelines and news releases for PRSSA Chapter News and National News. This guide is revised annually and promoted by this position. The vice president of digital communications should consistently monitor Chapter usage of PRSSA style across all platforms and encourage changes if necessary.

Challenges of the PRSSA Style Guide

- Adapting to industry trends and changes.
- Promoting official writing guidelines without causing confusion regarding AP Style among members.
- Increasing awareness of the guide.
- Increasing awareness and proper use of PRSSA-related terminology (i.e. capitalization of Chapter)

PRSSA Branding and Media Strategy Guide

The Graphics Standards Manual was first developed in 2003. In 2019, PRSSA redesigned and renamed the publication to the Branding and Media Strategy Guide. The Branding and Media Strategy Guide explain the proper way to use PRSSA logos, colors, typeface and templates to maintain brand consistency, in addition to tips on how Chapters can use social media platforms.

The vice president of digital communications should consistently monitor Chapter usage of the PRSSA logo and brand across all platforms and encourage changes if necessary. The Branding and Media Strategy Guide is updated every year by the vice president of digital communications. The updates are presented to the National Committee at the International Conference for further discussion and approval prior to being published for member use.

Future of the Branding and Media Strategy Guide

- Create stronger PRSSA National brand consistency while allowing specific exceptions for local Chapter logos.
- Implement PRSSA video branding guidelines for Chapters to follow, ensuring consistency across platforms.
- Foster relationships with newly chartered Chapters to ensure understanding of Guidelines and proper use of logo.

Challenges of the Branding and Media Strategy Guide

- Enforcing PRSSA National branding while simultaneously allowing Chapters to adapt logos to industry trends and changes.
- Allowing Chapters to reflect creativity in creating Chapter logos while avoiding redesign of the official PRSSA logo.

PRSSA Social Media

The 2009–2010 National Committee moved management of PRSSA social media to the vice president of digital communications. The vice president of digital communications is responsible for the strategy behind all PRSSA social media usage and responsible for streamlining social media updates to official PRSSA accounts.

All PRSSA information and updates should be sent through the official PRSSA social media accounts before individual National Committee handles so that members and Chapters know to reference and source the PRSSA accounts for information and updates.

The vice president of digital communications should create social media calendars to strategically map out key messages to effectively communicate via social media channels to be approved by National Headquarters. This content should be created weekly, biweekly or monthly for best results and maximum organization. This should be discussed with Headquarters to determine what best works for the individual in this role as well as submitting content for approval.

It is required to utilize social media scheduling tools or the social channel's native tools to measure and track monthly and annual analytics. The 2019–2020 vice president of digital communications determined Sprout Social as the official PRSSA social media management tool. Its easy-to-use, visually appealing interface and variety of tools provide the best use for content scheduling and analytical reports. The preceding vice president must train the incoming individual on Sprout's features for continuity purposes. A monthly analytic report must be included in the vice president of digital communications' monthly reports to Headquarters. The continuation of Sprout Social may be reevaluated depending on changing technology and the individual's research.

The vice president of digital communications must maintain open communication with Headquarters and all National Committee members to guarantee timely receipt of all social content. In order to create content calendars in advance, the vice president of digital communications is encouraged to request content from other Committee members prior to the start of the coming month. This allows enough time to receive, review and edit content in order to formulate a joint content calendar for submission to Headquarters for final approval. It also is highly suggested that interested candidates have knowledge in social media and visual design prior to assuming the role. This will allow for the highest level of professionalism, continuity and precision in management of the PRSSA National social platforms.

Overall Strategy

- Inform audiences of relevant industry topics.
- Explore best practices.
- Promote and publish Chapter News and Progressions content.
- Prepare students and pre-professionals to launch as new professionals through use of social channels to reach larger following.
- Share PRSSA benefits (Twitter chats, webinars, National events, etc.) on social accounts
- Build brand solidarity through proper use of PRSSA logo, reference to Chapters and overall mastery of the PRSSA National voice across all social platforms.
- Encourage two-way communication and engagement.
- Showcase membership and Chapters through social media spotlights.

- Showcase the diversity within PRSSA in partnership with the vice president of diversity and inclusion.
- Build relevancy through relatable content and media trends.

Tactics

- Keep messaging consistent
- Maintain PRSSA National voice in all social posts at all times without swaying to personal tone
- Follow the PRSSA Style Guide and the Branding and Media Strategy Guide
- Regularly review PRSSA Style Guide and the Branding and Media Strategy Guide to ensure accordance.
- Follow social media trends to determine if PRSSA should maintain a presence in that platform/trend.
- Engage members by asking questions, offering advice and responding frequently.
- Engage members through generating creative content
- Appoint a subcommittee of members to create PRSSA graphics and videos, if needed (not required).

PRSSA National Facebook Page

The vice president of digital communications develops content for and manages the PRSSA Facebook page to distribute news, reference posts from Progressions, promote events and answer general questions about PRSSA. Any questions presented via social media should be answered directly by the vice president of digital communications after consultation with National Headquarters and other National Committee members, if needed.

National Committee members should contact the vice president of digital communications with information on initiatives and updates that need to be posted to the PRSSA Facebook page.

Facebook is a popular channel for PRSSA to reach a more traditional audience on a larger scale. The PRSSA Facebook page provides a way to find news about the Society, join groups, watch videos, read notes and find links to other social media sites and websites created by PRSSA.

Although PRSSA International Conference is promoted on the National account, the PRSSA International Conference Committee manages social media for the International Conference Facebook page, which is a separate account.

Future of Facebook Account

- Use as means of maintaining *traditional* audience.
- Generate content to post on Facebook that has been posted on other social platforms rather than creating original content for Facebook due to declining audience.
- Continue to promote events through Facebook event pages.
- Continue to use Facebook Live to engage various audiences who may not necessarily participate in Twitter chats.

PRSSA National Twitter Account

The @PRSSANational Twitter account is used to deliver messages and reminders about deadlines, events and news, and used to promote posts from Progressions, host PRSSA Twitter chats and other PRSA or PRSSA related events and initiatives. The @PRSSANational account is an effective platform to connect with students and professionals to increase engagement, answer questions and connect members and Chapters to each other. Blog posts, articles, Twitter chats, Chapter News, internship/job postings and scholarship deadlines are all disseminated through the @PRSSANational Twitter account.

In 2011, the monthly Twitter chats were moved to the vice president of digital communications position. During the 2018–2019 term, the use of Twitter chats has changed to a monthly occurrence. This is a means of hosting more meaningful chats that students can anticipate participation in, rather than hosting a chat each month. Twitter chats are held during PRSSA-themed months in addition to special topics as needed. This content is determined at the start of the term for purposes of posting on the National website. All Twitter chats should be managed from the @PRSSANational account as the official PRSSA account should be used and seen as the official source of information and communication.

The International Conference Committee manages the social media for the @PRSSAIC account and Conference-related pages.

Future of Twitter Account

- Continue to use as main social platform.
- Maintain posting at least 3–5 times a week.
- Continue use for Twitter chats.
- Relate more with members through use of relevant memes and relatable graphics

PRSSA National YouTube Account

In 2009, PRSSA created a YouTube account, YouTube.com/prssanational, to serve as a multimedia database of video information for members to reference PRSSA local and national events, interviews from industry professionals and PRSA, as well as PRSSA leaders. The vice president of digital communications manages this account. The YouTube channel also is used for National Committee, Conference Committee and District Conference updates. Unlike the other social channels, YouTube is not used on a regular basis, rather to post important content in a manner that will always be easily accessible to members.

Future of YouTube Account

- Continue to use for promotion of content that is ideal for continual access
- Determine a standard of what materials are appropriate for posting on the YouTube page
- Continue posting videos such as the “Ask Your National Professional Adviser” series

PRSSA LinkedIn Account

Since LinkedIn is a social media platform dedicated to professional and career development, the 2016–2017 vice president of digital communications and National President opened an official LinkedIn Company Page for PRSSA in the fall of 2016 to accompany the PRSSA LinkedIn group. The LinkedIn company page will share Progressions content, internship postings from the Internship Center and industry news, along with occasional organization updates and event announcements.

The PRSSA LinkedIn group is one of the Society’s top social media resources for professional development. It is used to stimulate industry-related discussions and to complement other social media vehicles. The LinkedIn group also can be used for occasional LinkedIn announcements and a place for continued dialogue between Chapter members and professionals in the workplace.

Future of the PRSSA LinkedIn Account

- Consistently share Progressions content to increase visibility and discussion about PRSSA National articles and news.
- Consistently share internship postings from the Internship Center to show available opportunities and increase visibility of the Internship Center.

- Expand popularity of the LinkedIn company page.
- Strategically craft content specifically for LinkedIn that varies from more informal tones used on other platforms.
- Thoughtfully promote industry-related news to engage with PRSSA members.

PRSSA National Instagram Account

In 2012, PRSSA created an Instagram account. This account creates a place for visual content from the PRSSA National Committee and general members to collaborate and engage with. It is used to visually showcase National Committee initiatives, National event documentation and recaps; highlight Chapters and engage membership through interactive features.

Future of Instagram Account

- Continue to increase usage and adapt to new features.
- Maintain at least 1–2 posts on Instagram weekly.
- Regularly update LinkTree URLs in bio.
- Increase usage of Instagram Story and IGTV.
 - Great means of engaging with members in a quick and visual way.

Challenges of PRSSA National Social Media

- Consistent and organized content creation.
- Diversity of content according to each platform's needs, features and audiences.
- Collaboration with other National Committee members to generate content in an efficient, timely manner.
- Providing valuable information about PRSSA events and programs as quickly as possible.
- Developing an effective strategy to reach PRSSA members while streamlining communication.
- Maintaining the *voice* of PRSSA across all platforms.
- Increasing members' overall engagement through likes, replies and sharing of content
- Managing all platforms at the same level of efficiency.
 - Posting on all platforms regularly, rather than using certain platforms too much.
- Flexibility and responsiveness to quick content turnarounds

Future of PRSSA National Social Media Objectives

- Increase number of followers across all channels.
- Generate useful, effective, and relatable information to members, via social channels.
- Create a dialogue among the PRSSA National Committee, Chapters and members.
- Increase the amount of PRSSA original content: graphics, videos, photos and podcasts.
- Maintain relationships with all National Committee members.
 - Maintain contact and deadlines for monthly content submission to be posted.
- Improve the efficiency of acquiring and scheduling social media content through a clear, well-defined process.

Past Programs

Past Social Media

In 2016, the PRSSA 2016–2017 National Committee voted to eliminate two social media channels on which PRSSA had accounts: Pinterest and Google+. This decision was made based on the lack of content and length

of time between content posted to these channels. It was decided that these channels weren't a necessity for PRSSA and that time was better spent creating content for other channels with stronger followings.

In 2019, the 2019–2020 vice president of digital communications decided to eliminate the use of Snapchat due to lack of engagement, usage and exposure to the rest of the Society. Instagram stories and IGTV have replaced the previous purpose of Snapchat. The use of this platform may be reevaluated in the future.

Chapter News

Effective the start of the 2019–2020 term, Chapter News will no longer be a responsibility that falls under the role of the vice president of digital communications. This feature is still on the website but should be revisited in the coming school year because it is no longer being populated. As a means of increasing readership and overall submissions, Chapter News will be moved to the Progressions blog page. Chapter News will be listed on the blog site within a designated “Chapter News” category separate from blog submissions. With this change, the editing of Chapter News will now fall under the role of the vice president of Chapter development. This change will allow increased involvement from District Ambassadors as a component of the PEOT by engaging Chapters to be more involved and develop as a result. The vice president of Chapter development will now have access to the Progressions blog and will edit/publish all Chapter News articles accordingly.

Timeline

Ongoing

- Create social media calendar in conjunction with National Headquarters and National Committee to plan social media outreach.
- Promote initiatives via existing PRSSA channels.
- Work with National Committee to promote platforms via social media channels.
- Regularly work with National Committee on communication efforts.
- Promote content from partnering organizations (i.e. The Plank Center, PRSA Diversity, Content Connection, UAB, etc.)
- Serve as resource to Chapters in designated District.
- Coordinate and execute PRSSA National Twitter chats

June–August

- Attend National Committee Leadership Retreat.
- Plan the Twitter chat schedule for the full term.
- Identify themed or holiday content for the year.
- Post daily content.
 - Will be more along the lines of professional advice & tips as initiatives of other Committee members are likely not formulated for promotion yet.
- Communication with predecessor as needed to ensure fulfillment & understanding of role.
- Update the PRSSA Style Guide and Brand and Media Strategy, as necessary.
- Promote early registration and benefits of International Conference.
- Collaborate with International Conference Committee.

September

- Post daily content.
- Coordinate outreach with vice president of Chapter development for Community Service Initiative.
- Prepare information to promote current programs during Career Exhibition at International Conference.
- Work with vice president of professional development for Ethics Month.
- Update the PRSSA Style Guide and Brand Identity Guidelines, if necessary, to be presented to National Committee at International Conference.
- Heavily promote International Conference across all social channels.
- Collaborate with International Conference Committee.

October

- Host either a Diversity Month Twitter chat or International Conference Chat.
- If applicable, coordinate with Headquarters and social media subcommittee to create plan of action for live content gathering at International Conference.
- Attend International Conference.
- Collaborate with vice president of diversity and inclusion for Diversity Month.

November

- Heavily promote Certificate in Principles of Public Relations to potential recent or soon to be graduates
- Host Twitter chats, if any.
- Promote and create content for Relationship Month.

December

- Generate content for the Situation Analysis.
- Heavily promote Certificate in Principles of Public Relations to potential recent or soon to be graduates.
- Host Twitter chats, if any.

January–April

- Work with vice president of career services for Career Development Month in January.
- Work with vice president of professional development for Professional Development Month in April.
- Continue to curate monthly calendars and post daily content
- Communicate with members interested in running for next National Committee.
- Attend District Conference(s) based on assignment.
- Attend Leadership Assembly.
- Host Twitter chats, if any.
- Begin transitioning incoming vice president of digital communications.

May

- Compile information and finalize PRSSA Annual Report.
- Transition the incoming National Committee member.
- Host Twitter Chat, if any.
- Heavily promote Certificate in Principles of Public Relations to potential recent or soon to be graduates.

Vice President of Diversity and Inclusion

The vice president of diversity and inclusion strategically advocates for the Society and profession on the Society's behalf, building relationships with historically black colleges and universities (HBCU)/Hispanic Association of Colleges and Universities (HACU) and global Chapters. He or she will oversee diversity and inclusion programming, events, and material on the national level.

The vice president of diversity and inclusion acts as a day-to-day resource for members executing Chapter diversity initiatives. He or she also oversees globalization efforts and builds relationships with the Society's international Chapters.

Delegates to the PRSSA 2019 National Assembly voted to extract the diversity and inclusion responsibilities out of the vice president of external affairs role, creating the vice president of diversity and inclusion position, which is elected solely by the National Assembly.

Diversity and Inclusion (D&I)

PRSSA embraces all individuals regardless of ethnicity, culture, education, major, age, disability, gender or sexual orientation. PRSSA recognizes the importance of different experiences, perspectives, and voices in making a viable Society that aids the profession. In recent years this has included those with physical handicaps, veteran status and nontraditional or returning students who seek to change professions.

The vice president of diversity and inclusion should work to advocate for diversity and inclusion and its relevance to the profession. This includes writing blog posts, recording podcasts, assisting Chapters with on-campus diversity initiatives, planning Diversity Month and helping the Society understand the importance of incorporating diversity into the public relations practice. He or she should take a special interest in executing the Society's Diversity Initiative (est. 2006, updated 2017) and should work closely with HBCU and HACU schools with PRSSA Chapters. When planning Diversity Month, the vice president of diversity and inclusion works closely with the PRSA Diversity and Inclusion Committee. In addition, the vice president of diversity and inclusion must focus on how the National Committee can better connect with the international Chapters and HBCU/HACU schools and serves as a member of the PRSA D&I Sub-committee.

The Shelf Book Club

This PRSSA national book club showcases and highlights topics of diversity and inclusion to engage members in collective dialogue about experiences of multicultural individuals. For its inaugural year some books included were, "Diverse Voices" by PRSA Foundation, "Grit" by Angela Duckworth and "Why Are All the Black Kids Sitting Together in the Cafeteria?" by Beverly Daniel Tatum.

Future of The Shelf Book Club

It is our recommendation that this program continue and expand the dialogue regarding the content of the books and how this can help educate students further on this important issue.

Proud Multicultural Student Mini Internship

The PRoud Internship Program offers students of diverse backgrounds an opportunity to receive a three-hour internship/mentorship with a professional. It has the flexibility to go from a shadow day for a few hours; to an internship – all the way to a long-standing mentorship opportunity.

Future of Proud Multicultural Student Mini Internship

The vice president of diversity and inclusion plans to evaluate this program once the fall internships are complete and offer the incoming vice president recommendations regarding improvement or the need to discontinue this program. However, we will seek other opportunities for mentorship to be strengthened if this program is discontinued.

This is a pilot program specifically developed for multicultural PRSSA students. It has the flexibility to go from a shadow day for a few hours; to an internship – all the way to a long-standing mentorship opportunity. We

sought multicultural professionals to respond to this “call to action” because it is critical that students see professionals that look like them doing great things and have a chance to speak with them more directly

Diversity Initiative

The vice president of diversity and inclusion facilitates the PRSSA Diversity Initiative, which clarifies and enforces PRSSA’s stance on diversity in the profession. PRSSA supports the Diversity Initiative of PRSA and encourages Chapters to recruit and retain a diverse membership and leadership representing the demographics at their school. Each PRSSA Chapter should evaluate how it will support the PRSSA Diversity and Inclusion initiative tasked by the Chapter’s diversity and inclusion officer and use the Diversity and Inclusion Toolkit as a guide to help support and promote diversity and inclusion on their campus. In 2018, the vice president of external affairs updated the Diversity Initiative for the third time since its creation in 2005.

Diversity and Inclusion Toolkit Content Expansion

- In 2013, the Diversity Toolkit was expanded to include a section titled “Guide to Recruiting and Maintaining a Diverse PRSSA Membership.” This guide also will reflect the D&I values set in the PRSA D&I Toolkit.

Objectives of the Diversity Initiative

- Promote the Diversity Toolkit and help Chapters apply its principles; expand the Toolkit as necessary.
- Incorporate diversity into District Conferences, local Chapter programs and national events.
- Teach members how to effectively incorporate diversity into a public relations campaign.
- Promote diversity through PRSSA publications and other channels.

Challenges of the Diversity Initiative

- Ensuring that Chapters maintain and promote diversity and understand diversity’s broad definition.
- Measuring which Chapters are utilizing the Diversity and Inclusion Toolkit.
- Helping Chapters understand elements of a diversity campaign.
- Keeping the Initiative and Toolkit updated and relevant.

Future of the Diversity Initiative

Objective

- Continue to promote diversity to PRSSA members in new and creative ways.
- Promote inclusivity in its truest form on a national and local level.

Possible Tactics

- Promote the continued diversification among members.
- Encourage members to include students with disabilities in the definition of diversity.
- Encourage Chapters to participate in campus-related diversity events or weeks as well as use the Diversity and Inclusion office and staff on campus to support this mission.
- Conduct an annual review to update the Diversity and Inclusion Toolkit

Past Programs

Advocacy Guide

During the 2010–2011 term, an Advocacy Guide was created to consolidate the necessary information for the vice president of external affairs. Incorporated in the Advocacy Guide are the Ethics Action Guide, Diversity and Inclusion Toolkit and High School Outreach Playbook.

Public Relations Student International Coalition

During the 2006–2007 term, an international coalition was created to study global public relations in various countries. The Public Relations Student International Coalition (PRSIC) was designed to educate existing members about globalization and the public relations industry in other countries and cultures. Nineteen country profiles were compiled online using primary research and online resources such as the Global Alliance for Public Relations and Communication Management, the CIA World Facebook and Geert Hofstede’s website on cultural dimensions.

Synergetic Education Outreach

Synergetic Education Outreach, a national education program, educated various constituencies about public relations and PRSSA. To further this program, PRSSA created and distributed a 10-minute DVD, "Public Relations 101," during the 2007–2008 term. Chapters were encouraged to show the DVD to freshmen and sophomores who may not have chosen a major. "Public Relations 101" also was used to show to high school students or at PRSSA introductory meetings to introduce students to the Society. The DVD contained an overview of the profession, a summary of various specialties, interviews with professionals and information on how to pursue public relations and join PRSSA.

PRSSA Advocacy in Action

Issue: Techcrunch, a popular technology blog, posted a story alleging that a public relations firm used its interns to post positive reviews on the iTunes app store for clients.

Action: PRSSA provided guidance to its members about how to avoid and react to similar situations through a blog post and encouraged further discussion of ethics.

Issue: Respectful discourse had given way to negative and personal campaign messages during the 2008 elections.

Action: PRSSA presented the Fair and Ethical Campaigning Initiative, encouraging Chapters to advocate fair and ethical campaign practices on their campus and providing guidelines for these efforts.

Issue: The public relations profession does not reflect the diversity of society at large, which deprives the profession of the creativity, sensitivity and innovation that varied perspectives can provide.

Action: PRSSA implemented the Diversity Initiative and created the Diversity and Inclusion Toolkit to help Chapter leaders increase diversity among their Chapter membership.

Issue: The news cycle is accelerating, confusion over ethics is widespread and the attention given to the public relations profession is increasing.

Action: PRSSA added the vice president of advocacy, now vice president of external affairs, as an officer on its National Committee to address issues of importance to the profession and public relations students.

Vice President of External Affairs

The 2016–2017 National Committee proposed a bylaw amendment to realign this position to include external affairs. At the 2017 National Assembly, the delegation voted to change the title of the position from vice president of advocacy to vice president of external affairs.

At the 2019 National Assembly, the Delegates voted to move the diversity and inclusion responsibilities of this position to the newly created vice president of diversity and inclusion, while the media outreach responsibilities now belong to the vice president of brand engagement.

Timeline

Ongoing

- Daily monitoring of trade publications and major news publications for advocacy issues.
- Supervise Chapter use of the Diversity and Inclusion Toolkit
- Promote initiatives via existing PRSSA channels.
- Work with vice president of digital communication to promote platform via social media channels and vice president of brand engagement via Progressions.
- Contribute to communication efforts, as needed.
- Serve as resource to Chapters in designated region.
- Participate in monthly PRSA Diversity and Inclusion Committee phone call

June

- Attend National Committee Leadership Retreat.
- Finalize yearlong initiatives (as determined by vice presidents).
- Begin planning for PRSSA Diversity Month.

July-August

- Finalize plans for PRSSA Diversity Month.
- Update Diversity and Inclusion Toolkit, as needed.

September

- Prepare information to promote current programs during Career Exhibition at International Conference.

October

- Attend International Conference.
- Pitch International Conference to various outlets.
- Execute PRSSA Diversity Month.

November–December

- Generate content for the Situation Analysis.

January–April

- Communicate with members interested in running for next National Committee.
- Attend District Conference.
- Attend Leadership Assembly.

April–May

- Transition the incoming National Committee member.
- Encourage Chapters to apply for the Teahan Chapter Diversity Award.

Vice President of Events and Fundraising

The vice president of events and fundraising manages the promotion of interest forms, selection, planning, hosting and assessment of District Conferences. Other responsibilities include updating the District Conference webpage and handbook as well as connecting Chapters with resources like the FUNdraising Playbook & Sponsorship Guide and serving as an advisory resource in regard to events, fundraising, and sponsorship opportunities. This position requires profound organizational, managerial and problem-solving skills to effectively provide counsel to Chapters and District Conference coordinators throughout the Society.

Current Programs

District Conferences

District Conferences are planned, staffed and hosted by Chapters each spring semester. A traditional District Conference consists of 1–3 days of speaker sessions and networking events, with growing opportunities to include but not be limited to company tours, career fairs, and other activities that contribute to the advancement of the profession and the future professional on a regional scale.

Chapters interested in hosting a District Conference in the spring must submit an interest form on or before Aug. 29 of the fall semester. Chapters who submit an interest form will be invited to conduct a phone or video call interview with the vice president of events and fundraising. During this call, the vice president of events and fundraising will go over a series of questions established by the vice president of events and fundraising and the rest of the National Committee to evaluate Chapter fitness for hosting a successful event.

The vice president of events and fundraising will take notes and assess each Chapter during their interview to select one Chapter per District to recommend to the full National Committee to be the selected hosting Chapter for that District. Only one Chapter will be able to host per District. If no Chapters express interest in a District, no conference will be held in that District. International Chapters will not be counted as within a specific District and selection will be based on interview performance and the evaluation and discussion conducted by the National Committee. Once Chapters have been notified, they are hosting, they are required to submit a contact via Google forms that discusses financial responsibility, adherence to National policies and the overall ability of the Chapter to host.

Hosting Chapters are required to send a representative to International Conference. Hosting Chapters will be notified before arrival to International Conference that they will be hosting, but the society at large will not be told until International Conference. The vice president of events and fundraising will encourage hosting Chapters to promote at this event.

The role of the vice president of events and fundraising is to address concerns as Chapters prepare to attend and/or host District Conferences. Specific duties include:

- Promote the benefits of hosting a District Conference.
- Solicit and target Chapters with high fitness in diverse areas to host a District Conference.
- Create and encourage open dialogue about hosting a District Conference.
- Review and select the current year's District Conference host Chapters.
- Update and distribute District Conference Execution Guide
- Act as a resource for and adviser to the District Conference coordinators.
- Provide District Conference coordinators with opportunities to refine planning, programming and promotion of each conference.
- Serve as the liaison between PRSSA National Committee and the District Conference coordinators.
- Manage National Committee assignments for each District Conference.
- Encourage group communication and problem solving.
 - If a proposed District Conference is to be co-hosted among 2 or more Chapters, additional assessment for the group's fitness and ability to work together and communicate effectively will be determined by a conference call with the vice president of events and fundraising, National President and, if deemed necessary, PRSSA Headquarters.
- Establish and maintain a relationship with each Chapter hosting a District Conference.
- Create a standardized reporting strategy that outlines the effectiveness of each District Conference regardless of varying differences in location, attendance, or expenditure.

- Reinforce the distinction of the District Conference as a nationally endorsed and standardized platform to increase accessibility to and cohesion among the dynamic and changing regions within the Society without confining them to particular geographic boundaries.
- Manage and continually standardize processes to promote structural objectivity and to encourage regional growth. Materials will be passed along to vice presidents of events and fundraising.
- Incorporate PRSSA National Initiatives into each District Conference. To include, but not be limited to:
 - Diversity and Inclusion.
 - High School Outreach.
 - PRSSA Associate Chapter and Community College Outreach.
 - Educator's Academy.
- Promote the use of District Conferences as a recruitment opportunity for the Society at large.

District Conference Execution Guide

This concise guide is a tool for any Chapter interested in hosting a District Conference. It carefully walks Chapters through the process of hosting a District Conference and provides templates for Chapters to use in their planning and management efforts.

Challenges of District Conference Execution Guide

- Encouraging members to reference the guide.

Future of the District Conference Handbook

- Provide more information about the interest form submission process to combine old District Conference Handbook and the 2019-2020 District Conference Execution Guide.
- Update guide with examples as used by 2020 District Conferences.

District Conference Interest Forms

In 2019, the Regional Conference Bid Form was replaced with the District Conference interest form

District Conference Phone Interviews

After submitting the interest form, Chapters have a phone interview with the vice president of events and fundraising. Interview questions assess the Chapter's ability to hold a successful District Conference and provide an opportunity for Chapters to explain and sell their unique plan. It lasts anywhere between 15 –60 minutes, and the coordinator is required to participate. Additional planning committee members may join in. Detailed notes will be taken by the vice president of events and fundraising to share with the National Committee along with a short description about why or why not the Chapter should be granted permission to host.

Questions from the 2019–2020 interviews included:

- University/College Name
- Chapter Members in Attendance
- Proposed Conference Dates
- Venue Ideas
- Conference Hotel Ideas
- Past Major Events
- Conference Committee Structure
- Budget
- Attendance Projection
- Ticket Pricing
- Website
- Promotion Strategy
- Speaker Ideas
- High School Outreach
- Workshops/Awards/Agency Tours
- Attendance at PRSSAIC

Challenges of the District Conference Phone Interviews

- Helping Chapters understand how much the interviews impact conference host selections.

- Ensuring answers do not exceed capabilities of Chapter.

Future of the District Conference Phone Interviews

- Addition of questions about how committee will respond if crisis arises.
- Ensuring more involvement from Conference Committee members outside of just Conference Coordinators.

District Conference Interest Form Promotion

To help ensure all interested and well-qualified Chapters are part of the interest pool, it is vital for the vice president of events and fundraising to promote bid applications throughout his or her entire term, especially in the months leading up to the beginning of the selection process (deadline of Aug. 29).

The window of promotion was changed in the fall of 2019 with the implementation of a new “interest form” over a “bidding” process. This arose from conversations at the 2019 Leadership Rally with concerns of Chapters who did not receive a bid feeling they exerted maximum planning effort for low return in support from the Society. A losing beginning plan allows for Chapter fitness to really stand out in conversation, rather than just on paper, allowing the National Committee to get a better feel for preparedness and eagerness to host such a large event.

Promotion techniques include soliciting and targeting Chapters located in areas with high member representation, opening dialogue among Chapter presidents to encourage future planning and using social and digital platforms to better reach members. A great promotion plan utilizes PRSSA National social media and Progressions.

Promotion extends to all Chapters. In particular:

- Chapters who have previously hosted a District Conference or expressed interest in hosting.
- Chapters in typically underrepresented areas.
- Chapters located in areas with high member representation.
- Chapters who have demonstrated leadership at other national PRSSA events.
- Chapters who have been recognized for leading other successful large-scale events in the past.
- Chapters who have submitted applications to PRSSA awards and presenting opportunities.
- Chapters with ample community support, in either rural or urban environments.

Challenges of District Conference Promotion

- Difficulty in reaching Chapter presidents after the spring semester ends.
- Difficulty ensuring the transfer of leadership at the Chapter level is being completed before the spring semester ends.
- Difficulty in determining which Chapters have the bandwidth, resources, and commitment to follow-through with a District Conference after expressing interest.

Future of District Conference Promotion

- Create a reserve of at least 1–2 interested Chapters in each region for the incoming vice president of events and fundraising. The Chapters in the reserve should be in the process of preparing to fill out a bid form. The incoming vice president of events and fundraising can assist these Chapters in finalizing their submission with the updated interest form.
- Better inform members of upcoming District Conferences and how to get involved.
- Create a promotional piece that can be distributed at Leadership Assembly.

District Conference Selection

Chapters interested in hosting a District Conference submit the completed interest form to the vice president of events and fundraising, National President and headquarters staff via email. The deadline is August 29. The vice president of events and fundraising and the National President evaluate and select the following year’s conferences after interviewing the coordinators and reviewing the interest forms. Through a subjective approach based on best judgment of phone interviews, past Chapter performance and interest form

performance, Chapters will be audited and a written suggestion of hosting Chapters will be submitted to Headquarters and the National Committee for finalization. One Chapter will be selected per District.

Since Chapters will be informed they are hosting prior to PRSSAIC, District Conference host Chapters should attend International Conference to meet with the vice president of events and fundraising and network with members interested in attending their District Conference. All District Conference hosting Chapters will be announced officially to the Society during PRSSAIC.

Challenges of Selection

- Difficult to evenly spread District Conferences throughout the large regions in the West.
- Accurately assessing expectations and following a clear and fair process for selecting bids.
- Remaining focused on the needs of the Society throughout this process.
- Encouraging Chapters in underrepresented regions to submit an interest form.
 - Ensuring that those Chapters will be able to meet attendance goals.

If the goal for the term is to have an even distribution of District Conferences, increase regional engagement and interest in District Conferences through collaboration with vice president of chapter development and all District Ambassadors. Chapters submitting interest forms need to know if they are competing against Chapters nationwide or nearby.

Future of District Conference Selection

- Strategically promote for a more representative spread of District Conferences by expressing the importance of the “one per District” limit.
- Actively encourage involvement and attendance in District Conferences from international Chapters, taking future District Conferences into consideration to eventually be representative of the growing number of Chapters in South America and beyond.

****In 2019 the number of Conferences was limited to one per District to reduce competition for attendees among Chapters and focus on quality of conferences over quantity while still providing an even spread.****

District Conference Planning and Implementation

After International Conference, the vice president of events and fundraising helps selected Chapters prepare to host high-quality, successful conferences that foster and sustain long-term relationships throughout the Society. Serving as a resource, guide and channel to national promotion, the vice president gauges conference preparations and counsels coordinators. The vice president communicates with the District Conference coordinators and conducts monthly check-in phone calls starting in November through the conclusion of each conference to provide open and accessible channels to express concerns and to seek solutions for any challenges or opportunities. Often, coordinators must submit communication plans or progress reports to the vice president. Since 2010, the vice president and coordinators inputted the task items outlined in the handbook via Google Docs. In 2014, the vice president introduced the use of Google Form reporting to better organize and aggregate information from year to year. The use of Google+ Hangouts and Google+ Hangouts On Air also was implemented in 2014. These live broadcast group video conferencing services allowed for webinar training sessions to occur in the areas of sponsorship, outreach, promotion, branding, logistics and programming.

The vice president assigns a National Committee member to attend each District Conference. In 2019 it was recommended that the vice president of events and fundraising attend as many as possible, with the exception of District Conferences occurring at institutions where a National Committee representative is a student.

Challenges of District Conferences

- Creating a system for the vice president and coordinators to keep all information organized.
- Holding coordinators accountable and remembering to send reminders in a manner that is empowering and encouraging.
- Creating a strategic promotional plan to attract attendees and target prospective attendees.

- Empowering District Conference coordinators to take personal responsibility for the promotion and success of the conference their Chapter is hosting.
- Encouraging coordinators to retain the affordability and accessibility of District Conference programming while providing high-quality conferences.

Future of District Conferences

- Continue finding ways to promote District Conferences regionally and internationally.
- Collaborate with District Ambassadors to cultivate and grow regional communities without confining or arbitrary borders.

Co-Hosted District Conferences

Chapters can collaborate to bid, plan and host a District Conference by co-hosting, which may bring together diverse experiences and styles. Co-hosting can work well, but comes with challenges. District Conferences were co-hosted from 2008–2010 and 2013–2018. Chapters should know they have the option to co-host.

Challenges of Co-Hosting District Conferences

- Co-hosts face potential power struggles or uneven workloads.
- Co-hosting works best when Chapters have clear reasons for wanting to co-host and already have built a relationship with each other.
- Co-hosting can have financial challenges or financial benefits.
- Co-hosting requires patience, effective communication, empathy and the support of faculty advisers to ensure programming is sufficient and planning is effective.

Future of Co-Hosting a District Conference

- Co-hosting District Conferences grants ample opportunity to grow relationships, utilize resources and offer high-quality programming at a lower cost to each Chapter involved. This opportunity should be promoted as a mentorship opportunity for experienced Chapters to give new Chapters the opportunity to host. There must be extremely clear guidelines and delegation of responsibilities set as well as a firm contract signed by all parties. Past successful co-hosted conferences include:
 - The 2018 STEMulate PR Regional Conference in Raleigh, North Carolina co-hosted by North Carolina State University and The University of North Carolina at Chapel Hill

National Initiatives

Beginning in 2010, National Initiatives became a required part of the District Conference programming. Hosting Chapters can choose to invite high school students to attend their conference, incorporate charitable causes into their conference and/or include international elements into their conference. When the National Committee updated its Diversity Initiative in 2014, District Conference diversity became a key focus.

Beginning with the 2016 District Conferences, all host Chapters are required to include a High School Outreach component to their conferences. This was implemented to increase high school students' knowledge of the public relations industry as a future career choice and awareness of PRSSA. Then, for the 2017 conferences, a rubric change allowed for bonus points for National Initiatives, similar to the value-added section. In 2019, all national initiatives were made strong suggestions and were encouraged to be included as they fit in to conference programming.

Challenges of National Initiatives

- National Initiatives may change or receive a different priority.
- Chapters must be reminded of the National Initiative focus and purpose.

Future of the National Initiatives

- Ensure the focus of the National Initiative selected is discussed leading up to the conference.
- Multiple National Initiatives and opportunities to implement priorities of other National Committee members should be grown and utilized at the beginning of the planning process to ensure ample time for implementation.

Event Planning Database

Beginning in 2016, a database of resources started developing. This database included templates and examples of event planning resources such as contracts, sponsorship packets and District Conference bids from previous hosts. In 2019, this information was turned in to the District Conference Execution Guide.

Challenges of the Event Planning Database

- Finding a host space for the database, as being included in the Handbook could become overwhelming.
- Chapters were unaware the vice president of events and fundraising had the resources to share.
- Securing the samples before conference coordinators graduated or left for the summer.
- Ensuring event planning materials are professional, able to be duplicated and scalable for repurposing as effective and helpful resources.

Future of the Event Planning Database

- Make the database available online for Chapters.
- Promote the resource to Chapters.
- Integrate collection of resources into the evaluation system.

****The Event Planning Database has since been turned in to the District Conference Execution Guide in 2019.****

National Promotion

International Conference is the first major forum for District Conference promotion. With interest form submissions increasingly more creative, it was realized that more forums for promotion at a national level needed to be available. Beginning in 2016, two changes occurred. First, the National Committee attendee who was assigned to a District Conference became their designated national promoter. Second, when Chapters were discussing their plans for promotion, it became apparent there were no designated forums for promotion at International Conference.

Challenges for National Promotion

- Working with International Conference hosts to secure time and/or space for District Conference promotion and create said environment in an unbiased fashion.
- Ensuring all host Chapters have promotional materials prepared nearly immediately after accepting their interest form.

Future of National Promotion

- Suggest Logo and Social Media inclusion in the bid form.
- Be included in conversations with the International Conference hosts for the following year to provide a forum for District Conference promotion and adequately communicate that to bidding Chapters.
- Social media plan development begins with host Chapters, supplying a full media kit for the vice president of digital communications as well as the vice president of external affairs.

Past programs

Regional Conferences Workshop

The Regional Conferences Workshop started at the 2000 National Conference. The workshop was discontinued by the 2019–2020 vice president of events and fundraising. Instead, the vice president of events and fundraising met with the team individually and as a group to congratulate them, foster collaboration and inspire a boost in morale.

Challenges of Regional Conferences Workshop

- Finding a time to meet with all Conference Committees during PRSSAIC.

Future of Regional Conferences Workshop

- Begin collaboration early by connecting Conference Coordinators as soon as hosting Chapters are informed they have gained endorsement to host.

National FUNdraising Bowl

In 2004, student-submitted fundraising ideas were compiled into “The Playbook,” and the FUNdraising Bowl was created. The program motivates Chapters to raise money for Chapter purposes. It has three parts:

- *Regular Season:* Chapters send fundraising ideas to the vice president of events and fundraising. The ideas are added to The Playbook and posted online. The vice president of events and fundraising chooses one winning Chapter per month during February, March and April.
- *FUNdraising Bowl:* One overall winner (randomly selected from the previous three winners) receives two free registrations to the upcoming International Conference.
- *Rest of Year:* Chapters use ideas in The Playbook to raise money for their Chapter.

****The National FUNdraising Bowl was discontinued at the end of the 2017–2018 term of the vice president of events and fundraising, and lives as a fundraising and events resource to Chapters in the District Conference Handbook and the FUNdraising Bowl Playbook. In 2019, the Fundraising Bowl Playbook was turned in to the Fundraising Playbook and Sponsorship Guide to include sponsorship information.****

Timeline

Ongoing

- Promote initiatives via existing PRSSA channels.
- Work with the vice president of digital communications to promote platform via social media channels and editor in chief and Progressions.
- Contribute to the PRSSA Monthly Update and other communication efforts, as needed.
- Serve as an event planning and fundraising resource to Chapters.
- Recruit Chapters to submit interest forms and attend District Conferences.

June–August

- Attend National Committee Leadership Retreat.
- Finalize yearlong initiatives (as determined by vice president of events and fundraising).
- Finalize interest form for District Conferences; promote to Chapters; assist with review process.
- Update District Conference Execution Guide as necessary.
- Collect all interest forms by Aug. 29.
- Update Fundraising Playbook and Sponsorship Guide if needed and promote to Society.

September

- Schedule and conduct interviews with Chapters who submitted District Conference Execution forms.
- Analyze interview notes and Chapter history, and present recommendations to National Committee
- Finalize District Conference hosts and inform the Chapters in order to allow them to promote at International Conference.
- Prepare information to promote current programs during Career Exhibition at International Conference.
- Continue promotion of fundraising for International Conference.

October

- Attend International Conference and meet with each District Conference host team.
- Work with hosting Chapters to create checklists and detailed timelines.
- Provide adequate and frequent training opportunities for District Conference coordinators.

November

- Determine and finalize proposed National Committee assignments to be given feedback from the National President and approved by PRSSA Headquarters.
- Begin monthly check-in and planning assistance with host Chapters.
- Develop speaking materials and District Conference briefs for National Committee.
- Send reminder email to hosting Chapters to keep a thorough record for Teahan Award submissions.

December

- Generate content for the Situation Analysis.
- Develop District Conference evaluation instrument.
- Assist Chapters in preparation for the District Conference hosting season.
- Update all digital resources and materials for accessible dissemination.
- Continue check-in and planning assistance with host Chapters.

January

- Collaborate with District Ambassadors and the National Committee delegates assigned to each District Conference to strategically promote and drive conference registrations.

February–April

- Assist host Chapters with executing District Conferences.
- Gather attendee count from hosting Chapters.
- Collect surveys and data on all District Conferences.
- Gather resources from host Chapters for the District Conference Execution Guide upon conference completion.

- Communicate with members interested in running for next National Committee.
- Attend assigned District Conferences.
- Attend Leadership Assembly.
- Task National Committee, District Conference coordinators, and District Ambassadors to encourage the future hosting of District Conferences. This can best be done through displaying the benefits to members by attending and encouraging attendance at District Conferences.

May

- Compile evaluative research and all materials for National Headquarters.
- Send reminder email about Teahan Award to all hosting Chapters.
- Transition the incoming National Committee member.

Vice President of Member Services

The vice president of member services is primarily responsible for understanding and promoting PRSSA's member benefits. The responsibilities include, but are not limited to, recruiting new Chapters, working with current Chapters on recruitment and retention efforts and overseeing and expanding the PRSSA scholarships. This individual also will promote PRSSA to traditional four-year colleges, educate members about the PRSA Associate Membership, and oversee the Affiliate program.

Current

Programs

The Affiliate Program

The Affiliate program was created to provide students at four-year schools and community colleges not meeting charter requirements with professional development opportunities and select member benefits, such as *PRSA Strategies & Tactics*, access to the Internship Center, other educational materials from National Headquarters and contact with a local PRSA Chapter. Originally set for \$82 annually per student, Affiliate membership was lowered to \$65 in 2015, due to lower mailing costs that resulted from moving various communications to online publication. The vice president of member services oversees this program and acts as a liaison between Affiliates and the PRSSA National Committee.

In December 2006, the program opened, but was not promoted by PRSSA and the vice president of member services until the 2007–2008 term. In October 2007, the PRSA National Assembly voted to establish a PRSA/PRSSA Affiliate Task Force to contact and aid affiliates and potential new Chapters. In November 2007, the vice president of member services started a Community College Outreach Initiative to educate colleges about the requirements for a charter and encourage students to join as Affiliates. In March 2008, the PRSSA Assembly voted to allow international affiliates. The Affiliate Task Force concluded its work in 2010, leaving all Affiliate program responsibilities to the vice president of member services.

Challenges of the Affiliate Program

- Members of PRSSA and PRSA are enthusiastic and want the program to advance quickly in numerous directions. PRSSA must focus on improving it before expanding the program beyond its means.
- Providing a PRSA contact for Affiliates who are too far from a PRSA Chapter.
- Educating PRSSA Chapters about what the Affiliate program is and what it means for them.
- Reaching Affiliate members and establishing an ongoing conversation.
- Helping Affiliates understand and use the benefits available to them.

Future of the Affiliate Program

Objective

- Create and implement a plan for Affiliate member retention and outreach to community college students and other colleges and universities without Chapters.

Tactics

- Encourage grassroots outreach to engage Affiliates; create plan to ensure Affiliate contact occurs.
- Use Community College Outreach Session to promote the Affiliate program to potential members.
- Reach out to current Affiliates to assess the program's success and implementation.
- Pair Affiliate members with successful Chapters in their region.

High School Outreach

At the PRSSA 2008 Conference, PRSSA hosted a well-received session for students who attended high schools near the Conference site. This event also was held in 2009, 2010 and 2013. In 2015, 2016 and 2017 the vice president of external affairs and other National Committee members conducted a high school outreach presentation at a high school local to the Conference site.

The vice president of member services should encourage Chapters to conduct their own high school outreach sessions in their communities. The goal of the high school outreach sessions is to further both the profession and the future professional. The sessions were incorporated in the Regional Conferences and Star Chapter application in 2015 to incentivize Chapters to engage with the community.

Objectives of High School Outreach

- Promote the public relations profession to high school students.
- Educate target publics about PRSSA and the opportunities offered through the Society.
- Support Chapters as they facilitate their own high school outreach programs.
 - Encourage members of PRSSA to conduct high school outreach programs at the high school from which they graduated, allowing members to be advocates and mentor in their home community.
 - Create an opportunity for PRSSA Chapters to partner with their sponsoring PRSA Chapter to conduct high school outreach sessions together so that students see the industry from a professional's point of view.

Challenges of High School Outreach

- Encouraging busy Chapter members to host sessions at high schools close to their own Chapters throughout the school year.

Future of High School Outreach

- Promote and distribute high school outreach handbook to help Chapters develop similar sessions and programs locally.
- Guide Chapters in building relationships and mentorship programs with local high school students.
- Annually update the high school outreach tools for members.

Recruitment Package and Membership Guide

Every fall, PRSSA Chapter presidents receive a recruitment package from PRSSA Headquarters with talking points, handbooks and manuals, and copies of the Membership Guide. The Membership Guide, created in 2003 and redesigned most recently in 2015, is a one-stop resource for information about the programs, services and member benefits PRSSA offers. The guide includes the background on the Society; PRSSA's Code of Ethics, mission and vision statement; and information about the Society's organizational structure, communications vehicles, affiliation with PRSA, travel opportunities and scholarships. It also is available for download on the PRSSA website, along with a Member Benefits PowerPoint and fact sheet, added in 2013.

Challenges of Recruitment Package and Membership Guide

- Maintaining up-to-date information in the Membership Guide.
- Making Chapters and members aware of Recruitment Package and Membership Guide.
- Educating Chapter leaders on how to use these resources for member retention and communication.
- Ensuring Chapters are receiving and using the information provided.

Future of Recruitment Package and Membership Guide

Objective

- The Membership Guide receives updates over the summer and is utilized by Chapters to recruit and retain members.
- The Membership Guide is sent to Chapters with less than ten members in the Spring semester to enhance recruitment efforts.
- Maximize recruitment resources available online.

Tactics

- Include any new or updated materials from all members of the National Committee; review additional materials before adding them to the Recruitment Package.
- Include communication in Progressions and other channels.
- Share current best practices to help Chapter presidents recruit new members.
- Keep the PowerPoint and fact sheet updated with relevant information.
- Host a yearly “Why To Join PRSSA” Facebook live or webinar event to educate all members on how to talk about PRSSA.

Scholarship, Award and Competition Promotion

With the help of the PRSA Foundation, PRSSA offers more than \$31,000 in individual and Chapter scholarships and awards annually. Funding comes primarily from PRSA members and their families, public relations agencies and the Champions for PRSSA.

Challenges of Scholarship, Award and Competition Promotion

- The application process may seem daunting to those unfamiliar with it.
 - Receiving due dates in a timely manner from PRSA Foundation to inform members on when applications are open.
- Many members inaccurately believe they are not qualified for PRSSA scholarships or awards.
- Communicating with the PRSA Foundation; learning the exact dates of response to winners.

Future of Scholarship, Award and Competition Promotion

- Effectively brand and promote the Star Chapter and Pacesetter Chapter Recognition Awards as status symbols for Chapters to attain each year.
- Educate members about the requirements of PRSSA scholarships and awards.
- Infuse scholarship, award and competition promotion into Chapter programming.
- Promote scholarships and awards as a portfolio and recognition builder.
- Communicate with all scholarship applicants on acceptance and rejection of scholarships.
- Continue the Star Chapter Award while also making a special distinction for Chapters meeting the five- and ten-year consecutive Star Chapter Award wins.

Tactics

- Create and follow a standard promotion timeline for all scholarships and awards.
- Work with the vice president of digital communication to release scholarship and award information.
- Work with the PRSA Foundations to create an email notifying all applicants on the status of their scholarship application.

Community College Outreach Session (CCOS)

The Community College Outreach Session targets community college students and increases awareness of PRSSA and the Affiliate program. In partnership with the vice president of external affairs, the Community

College Outreach Session models the High School Outreach Session. This session takes place during the PRSSA National Leadership Assembly.

Challenges of the Community College Outreach Session

- Locating an appropriate community college within proximity of the PRSSA Leadership Assembly hotel.
- Handling logistical aspects of the session and establishing a concrete agenda that will benefit the target audience within a specific timeline.
- Establishing rapport with hosting CCOS professor and acquiring an appropriate keynote speaker.

Future of the Community College Outreach Session

Objective

- Host a CCOS at Leadership Assembly and promote PRSSA and the Affiliate program.
- Involve PRSSA Chapters in the Leadership Assembly location to co-host/be involved in CCOS

Tactics

- Consider holding Community College Outreach Session on the Wednesday before the PRSSA Leadership Assembly; must be able to work with hosting professor's class schedule.
- Promote the PRSSA Affiliate program.
- Incorporate elements from the PRSSA Membership Guide into the presentation.
- Establish a working document of all CCOS outlines, agendas and outcomes for future CCOS events.

Current National Scholarship, Award and Competition Opportunities

- Altschul Champions for PRSSA Outstanding Internship Award
- Axia Public Relations Scholarship
- Bateman Case Study Competition
- Betsy Plank/PRSSA Scholarships
- Chester Burger Scholarship for Excellence in Public Relations
- Daniel J. Edelman/PRSSA Award for Outstanding Public Relations Student
- Gary Yoshimura Scholarship
- Hall of Fame Award
- John D. Graham Scholarship
- Lawrence G. Foster Award
- Marcia Silverman Minority Student Award
- National Gold Key Award
- National President's Citation
- Ofield Dukes Multicultural Student Award
- Pacesetter Chapter Recognition
- PRSA Diversity Multicultural Scholarship
- PRSSA International Conference Grants
- Robin M. Urbanski Memorial Scholarship
- Ron Culp Scholarship for Mentorship
- Ruth Edelman/PRSSA Award for Achievement in Women's Leadership Development
- Star Chapter Award
- Stephen D. Pisinski Memorial Scholarship

- Teahan National Chapter Awards
 - Outstanding Chapter
 - Chapter Firm
 - Chapter Development
 - PRSA/PRSSA Chapter Relationship
 - Community Service
 - University Service
 - Chapter Diversity
 - Faculty Adviser
 - Professional Adviser
 - Chapter Newsletter
 - Chapter Website
 - District Conference

Past Programs

Day-of Competition at National Assembly

Founded at the PRSSA 2003 National Assembly, the Day-of Competition gives students hands-on public relations experience and an opportunity to meet and network with a range of public relations students and professionals. It supplements Leadership Training Sessions provided during Assembly. This competition is now managed by the vice president of professional development.

Recruitment Video

In 2016, the vice president of member services created a promotional video that is shareable online. The video highlights the voices and testimonials of PRSSA members, and the membership benefits found within the Society. The video is updated and more relevant than the previous recruitment DVD.

Challenges of the Recruitment Video

- Distributing the video to Chapter leaders for recruiting purposes.
- Educating Chapter presidents and members on the proper use and best practices for sharing recruitment materials and packets.

Future of the Recruitment Video

Objective

- Implement a more enticing and relevant resource for Chapters to use in their recruiting practices and campaigns.

Tactics

- Promote the new recruitment video
- Consider creating a Chapter best practices proposal for use and distribution of the recruitment video.

Timeline

Ongoing

- Promote initiatives via existing PRSSA channels.
 - Work with vice president of digital communications to promote platform via social media channels and vice president of brand engagement via Progressions.
- Contribute to the other communication efforts, as needed.
- Work with District Ambassadors to continuously promote benefits with Chapter presidents.
- Connect with Affiliate members.

June

- Attend National Committee Leadership Retreat.
- Finalize yearlong initiatives.
- Contact all Affiliates to introduce self.
- Revise Membership Guide and Recruitment Package, if necessary.
- Begin contacting Chapters with less than ten members from spring recruitment to establish relationships with incoming Chapter leadership.

July–September

- Publicize fall scholarship deadlines.
- Recruit members for Affiliate program student subcommittee, if necessary.
- Promote recruiting tactics and best practices.
- Encourage new members and Affiliates to attend International Conference.
 - Prepare information to promote current programs during Career Exhibition at International Conference.
- Begin plans for High School Outreach Session for International Conference

September

- Finalize plans for High School Outreach Session for International Conference.
- Work with District Ambassadors to promote fall recruitment efforts.
- Finalize recruitment promotions with vice president of digital communications.

October

- Attend International Conference.
- Execute High School Outreach Session at International Conference.
- Begin promoting National Committee position to members.
- Work on final push for dues payments.

November–December

- Contact community colleges in the area of Leadership Assembly to begin working on the Community College Outreach Session.
- Generate content for the Situation Analysis.

January–April

- Work with District Ambassadors to promote spring recruitment efforts.
- Work with Chapters to execute high school outreach sessions.
- Finalize spring recruitment promotions with vice president of digital communications.
- Plan and execute Community College Outreach Session.
- Publicize spring scholarship deadlines with strategic promotion plan.

- Communicate with members interested in running for next National Committee.
- Attend District Conference.
- Attend Leadership Assembly.
- Evaluate the effectiveness of the Community College Outreach Session.

May

- Publicize June scholarship and award deadlines.
- Transition the incoming vice president of member services

Vice President of Professional Development

The vice president of professional development's responsibilities include helping new PRSSA Student-run Firms start and improving existing Student-run Firms, with a heavy focus on Nationally Affiliated Student-run Firms; coordinating professional development initiatives and promoting ethical principles through Ethics Month.

Current Programs

Student-run Firms

The vice president of professional development works to enhance the network of all Student-run Firms including those in their early stages, those seeking to meet PRSSA's National Affiliation standards and those already Nationally Affiliated. To foster this network, the vice president of professional development must:

- Stay informed on the issues firms face while actively developing solutions with those firms.
- Adequately help firms of different sizes and different stages of the development process.
- Revise the Student-run Firm Handbook as necessary.
- Enforce the Affiliation standards and ensure they are achievable, yet stringent.
- Encourage Student-run Firms that meet the standards to apply for National Affiliation.
- Encourage Nationally Affiliated Student-run Firms to apply for PRSSA Student-run Firm Awards.

National Affiliation Program

Currently more than 30 firms have earned National Affiliation. Firms must meet standards in three categories: a solid PRSSA/PRSA connection, a high level of professionalism and an effective structure.

To be considered for National Affiliation, firms must submit the following:

- A letter from the director explaining how the firm exceeds the three criteria – ethical, strategic and supported – of successful Student-run Firms.
- A letter of support from the Chapter's Faculty or Professional Adviser.
- A brief history of the firm.
- A client list with a brief description of each organization the firm works with.
- At least one case study detailing a public relations program implemented by the firm.

Headquarters does not charge an Affiliation application fee or any sort of commission or fees once a firm is Affiliated. Once approved, Affiliated firms must reapply three years after the initial date to remain Affiliated.

Of the more than 60 Student-run Firms operated by PRSSA Chapters in the United States and South America, those that are Nationally Affiliated are held to high standards and receive specific benefits, which include prestige, access to special awards, listing on the PRSSA website and the opportunity to work with the PRSSA National Committee. These firms have the opportunity to be the first to engage with new PRSSA firm initiatives.

Recently added benefits include:

- Firm directors receive special ribbons and attend Firm Director Luncheon at International Conference.
- Potential to work with National Committee by responding to RFPs to take on PRSSA as a client.
- Opportunity for Nationally Affiliated Student-run Firm directors to attend the Leadership Assembly alongside Chapter presidents.
- Opportunity to share their ideas and connect with the network of other Nationally Affiliated firms.

The vice president of professional development should constantly seek opportunities and benefits for Nationally Affiliated Student-run Firms. Such benefits may include more recognition and providing more tools and tactics for firm development and success on a consistent time frame.

Student-run Firm Awards

While all Student-run Firms are eligible to apply for the Teahan Chapter Award for Outstanding Chapter Firm, the Student-run Firm Award for Best Tactic and Student-run Firm Award for Best Campaign were formally launched in 2010 exclusively for Nationally Affiliated Student-run Firms.

Eligible programs must be executed June 1 to May 31. Award categories may be added in the future as more firms earn Affiliation and competition increases. The vice president of professional development should promote the award opportunities through all available channels. These awards will be presented at International Conference.

Student-run Firm Handbook

Each year, the vice president of professional development updates and publishes the Student-run Firm Handbook, which is available on the PRSSA website. The handbook contains information and advice on firm structure and best practices. Additionally, sample campaigns and tactics are included based on the best submissions from the Student-run Firm Awards.

Challenges of Student-run Firm Management

- Firms may not be closely connected with Chapters, making it harder to connect.
- Maintaining an accurate list of current firms and firm directors.
- Firms may not have the ability to create digital materials, making it harder to connect.
- Encouraging Affiliated firms beyond the three-year term to reapply for National Affiliation.

Future of Student-run Firm Management

- Increase awareness and recognition of Nationally Affiliated Student-run Firms.
- Increase number of Student-run Firms applying for National Affiliation.
- Create valuable benefits for Nationally Affiliated Student-run Firms.
- Create a stronger network among Student-run Firm directors across the nation.
- Discuss possibilities for a formalized national Student-run Firm director event.
- Better connect Student-run Firms with their PRSSA Chapters and PRSA sponsor Chapters.
- Better connect Student-run Firms with industry professionals.
- Provide a platform for Nationally Affiliated Student-run Firms to share some of their best campaign work.

PRSSA and Ethics

Ethics are systems or sets of moral principles and a branch of philosophy dealing with good, bad, right, wrong and responsible human conduct. The vice president of professional development should work to educate members of the Society about the ethical decision-making process, bringing attention to those issues that could help demonstrate how an ethical approach can be taken to solve a communication problem. The vice president of professional development works with the PRSA Board of Ethics and Professional Standards (BEPS) to provide and receive feedback and resources. In addition, September is PRSA and PRSSA Ethics Month. The vice president of professional development leads PRSSA planning to support this month in collaboration with BEPS.

Past promotion for Ethics Month included Twitter chats, social media mini-campaigns, e-blasts, a mini ethics case study competition and series of posts on Progressions. Establishing more programs will solidify this program in Chapters' routines.

The vice president of professional development is an ex-officio member of BEPS.

Past Ethics Initiatives

PRSSA has introduced several programs in the past to address ethics issues.

2005 Bateman Case Study Competition

In 2005, Bateman Case Study Competition teams created public relations campaigns to educate college students on their campuses about the importance of advancing ethical behavior in academic performance.

2008 Fair & Ethical Campaigning Initiative

This initiative, introduced by 2008–2009 National President Brandi Boatner, encouraged Chapters to promote ethical public relations practices among candidates at all levels of the 2008 election. Review the Fair & Ethical Campaigning Resource Guide (PDF) for more information about this initiative.

Day-of Competition at National Assembly

Founded at the PRSSA 2003 National Assembly, the Day-of Competition gives students hands-on public relations experience and an opportunity to meet and network with a range of public relations students and professionals. It supplements Leadership Training Sessions provided during Assembly. In 2018, the Day-of Competition was shifted as a responsibility from member services to professional development.

The vice president of professional development obtains a sponsor and client (typically the same organization) for the Day-of Competition. The client develops a public relations challenge to pose to competition participants. Teams of participants have one hour to develop a public relations plan and present before the client and other public relations professionals. The winning team receives recognition at the welcome reception and on the PRSSA website, and team members receive a personalized plaque and monetary reward.

Challenges of the Day-of Competition

- Finding a sponsor for the event.
- Promoting competition participation to PRSSA National Assembly attendees.
- Maximizing the experience of the 60 participants and sorting them into event teams.

Future of the Day-of Competition

Although it is not included for PRSSA 2020 Leadership Assembly, we will revisit putting this back in the program for future years or incorporate somehow during the academic year. The vice president of professional development should maintain records of procedures and potential clients for future use.

Professional Development

Throughout the term, the vice president of professional development should work with National Headquarters to offer and promote professional development advice or programs. Past promotion included themed posts on Progressions and the frequent offering of PRSA webinars free to PRSSA members. The vice president of professional development also can promote events and District Conferences as professional development opportunities.

Past Programs

The Firm Newsletter

The Firm newsletter was created in 2008 to share Student-run Firm best practices achievements. In June 2009, this publication was discontinued as similar information is now included in Progressions.

Recently Added Programs

PRrecision

The PRrecision newsletter was created in 2019 to share industry trends, best practices and technical learning objectives with PRSSA members. The newsletter's focus is to highlight the skills public relations pre-professionals need before entering the workforce. The first edition was published in September on PRSSA ethics.

Timeline

Ongoing

- Assist Student-run Firm directors, Nationally Affiliated Student-run Firms and Chapters starting firms with all needs.
- Seek professional development opportunities in conjunction with PRSA to share with members.
- Assist with Adviser-related questions.
- Promote initiatives via existing PRSSA channels.
- Work with the vice president of digital communications to promote platform via social media channels and vice president of brand engagement via Progressions and the media.
- Participate in monthly teleconferences as an ex-officio member of BEPS.
- Contribute to the PRSSA Monthly Update and other communication efforts, as needed.
- Manage the production of professional development content such as PRecision.
- Serve as resource to Chapters in designated District.

June

- Attend National Committee Leadership Retreat.
- Finalize yearlong initiatives (as determined by vice president of professional development).
- Begin contacting Nationally Affiliated Student-run Firms to build a relationship with directors.
- Update the Student-run Firm Handbook, as necessary.

July–August

- Contact Student-run Firms and update database with contact information.
- Begin preparation for Student-run Firm Workshop at International Conference.
- Begin plans for PRSSA Ethics Month.

September

- Promote Ethics Month via PRSSA channels.
- Prepare information to promote current programs during Career Exhibition at International Conference.
- Finalize plans for Student-run Firm Workshop.
- Plan Student-run Firm leader meet-up at International Conference.

October

- Attend International Conference; execute Student-run Firm Workshop; encourage National Affiliation.
- Encourage top-tier Student-run Firms to apply for National Affiliation.
- Announce PRSSA Student-run Firm Award winners.

November–December

- Contact Chapters starting new Student-run Firms.
- Review fall National Affiliation Applications and onboard new Nationally Affiliated Firms.
- Generate content for the Situation Analysis.

January–April

- Communicate with members interested in running for next National Committee.
- Attend District Conference.
- Attend Leadership Assembly.
- Encourage top-tier Student-run Firms to apply for National Affiliation.
- Work on promoting professional development opportunities to members.

May

- Transition the incoming National Committee member.
- Thank Student-run Firm directors for their service.
- Finalize remaining National Affiliation applications.

Additional National Committee Members

National Faculty and Professional Advisers

The National Faculty and Professional Advisers represent the faculty and professional viewpoint to the National Committee. They attend the Leadership Assembly and International Conference. Since 2009, the Advisers have been selected via an application process and serve a two-year term. Both Advisers hold the following responsibilities:

- Vote on new applications for PRSSA charters.
- Work with Chapter Faculty and Professional Advisers and members.
- Host the Google Group for Faculty and Professional Advisers.

The National Faculty Adviser is an ex-officio member of the Educators Academy board to report on PRSSA matters. Both Advisers must be Accredited members of PRSA.

PRSA Board Liaison

The PRSA Board Liaison maintains open lines of communication between the PRSSA National Committee and the PRSA Board of Directors. Two liaisons may share the position.

Executive Director

The executive director is a full-time PRSSA administrator. In addition to acting as general adviser to the PRSSA National Committee, the executive director performs all duties normally incident to the office of secretary. He or she maintains PRSSA national records, conducts general correspondence and coordinates services to the PRSSA membership. The executive director's duties frequently expand per request of the National Committee or the PRSA Board of Directors.

The Future of the Society: Where To Go

Ashleigh Kathryn, 2018–2019 National President

The Current State

The 2018–2019 National Committee committed this term to membership growth and development. In the fall, the Committee led various campaigns to increase membership to 11,000 through social initiatives such as #WhyPRSSA and 11,000Strong. The Committee faced new challenges with achieving this membership goal and re-focused its efforts back into membership development. We have worked to ensure that membership value has been at the core of all Committee dialogue and programming, as it is the key to our Society's sustainability.

The Committee has taken the presidential transition as an opportunity to analyze how our Society is aligned with the mission statement, "To provide exceptional service to our members by enhancing their education, broadening their professional network and helping launch their careers after graduation." We have evaluated current programming and reformed resource allocation to enhance educational opportunities. We are broadening networks by improving our dedication to diversity and inclusion. And finally, we are helping launch careers after graduation by proposing cutting-edge materials and strategic partnerships within PRSA.

New content such as the Ethics Toolkit was launched to aid Chapters in educational discussion. National resources such as FORUM were evaluated and discontinued to allow growth for more utilized platforms. Programming such as Diversity and Inclusion Month was repositioned to take place in October, which provided more accessibility to national content and discussion to students. Digital Communications improved in recognition and support of nationally recognized multicultural events. Bylaws were also examined and amendments were proposed to reflect the growing need for diversity and inclusion within our Society.

The District Ambassadors program expanded to hold a larger role within PRSSA events. In addition to improving the reach of the Phone Email Outreach Tree, Regional Ambassadors hosted leadership sessions at the 2018 National Conference and will continue to lead at the newly instituted Leadership Summits this spring at District Conferences around the nation. This initiative will allow District Ambassadors to work more strategically to develop regional communities. Regional opportunities will continue to expand with more diverse national coverage and local engagement. PRSSA will launch our first co-hosted District Conference between three universities this spring.

The Aspire Higher program with the PRSA College of Fellows was successfully launched as the Aspire Higher: Future Fellows Mentorship Program and selected three Star Chapters to supervise mutually beneficial and positive mentorships alongside the PRSA College of Fellows. Another PRSA partnership that launched this year was a taskforce with the Counselor's Academy to collaborate on future resources for Student-run Firms within the Society. Both initiatives will develop opportunities to launch career trajectories.

Membership engagement has always been the centerfold of our mission. The 2018–2019 National Committee believes this is imperative to success.

Future Opportunities

- Ensure that each member of the National Committee aligns with responsibilities that reflect the current needs of the Society.
- Increase membership and leadership engagement through diverse and inclusive content that represents current industry trends and standards.
- Continue to strategically partner with PRSA to implement collaborative and innovative resources.
- Increase Chapter charter applications through dedicated research efforts and educator support.
- Improve Chapter communication and accessibility through increased regional dialogue at PRSSA National events.

Andrew Cook, 2017–2018 National President

The Current State

During its 50th anniversary year, PRSSA took time to remember its founding while also continuing to evolve in order to better serve the membership moving forward. National leadership implemented changes made to specific vice president positions adopted in the previous year while continuing to identify areas where innovation was necessary. Chapter leaders were instructed to place a greater emphasis on collaborating with other Chapters in the Society while members of the National Committee focused their plans on executing existing duties. Leadership executed a platform focused on the following areas:

- Adopting a “Global Perspective” and building an inclusive Society culture that empowered members of all backgrounds.
- Focusing on creating a more collaborative Society. Tactically this included the creation and development of the Regional Ambassadors position.
- Evaluating existing National programs and initiatives and making the necessary changes to ensure that as the efforts of National leadership achieve impact in an effective manner.

The institution of the Regional Ambassadors position was an exciting development that has strengthened the Society. In addition to improving the impact of the Phone Email Outreach Tree (PEOT) initiative, the Regional Ambassadors creates another tier of national leadership and creates a development pipeline for potential National Committee candidates. Their participation in PEOT allows the National Committee to focus on the specific responsibilities of their position. Regional Ambassadors also work to strategically develop regional communities within Society, with Chapters already regionally grouped through PRSA sponsoring Chapters.

In 2017, PRSSA achieved a record conversion rate of 636 students from PRSSA to PRSA. This was largely due to the Conversion Task Force that adopted several new approaches to promoting PRSA membership to students.

PRSSA developed a podcast that offered two monthly programs: “Podcast with the Pro’s,” featuring advice and insights from an exemplary PRSA professional and “Hidden Gems”, which highlights lesser-known member benefits. New digital promotional tools were also explored including the use of Sprout Social to enhance the operations of PRSSA social media channels.

The redefined vice president of external affairs position allowed PRSSA to better assess its relationship with external audiences by tracking media placements and underscored the need to continue to pursue placement in professional trade publications and to assist Chapters in securing placements in local and campus publications in order to better advocate for the profession.

We continued to support the international expansion of PRSSA by hosting the first Spanish Twitter Chat, producing the first Spanish Progressions post and working with the Peruvian Chapter at the University of San Martin de Porres to execute a Chapter Development session at the 2017 National Conference in Boston while also selecting PRSSA (Universidad de San Martín de Porres) USMP to host the Society’s first international Regional Conference. The PRSA Foundation also awarded \$20,000 in grants to support the attendance of eight students from historically black colleges and universities at the National Conference.

Future Opportunities

This is an exciting time for PRSSA and there are several areas of imperative need where the Society must focus in order to continue its success:

- Exploring and developing opportunities to charter more International Chapters and providing students with resources for working internationally.
- Ensuring that each member of the National Committee understands which areas of PRSA correspond with their position and facilitating relationships between both organizations.
- Continuing to expand the High School Outreach initiative as a recruitment opportunity for future public relations students and PRSSA members.

- Mobilizing Regional Ambassadors to decrease the number of Chapter charter probations and revocations while also increasing membership engagement through better focus on regional communities.
- Increasing Chapter charter applications by reviewing Chartering requirements and procedures.
- Improving leadership transitions and providing leaders with better training to communicate the value of PRSSA to members and external supporting publics (faculty, administration, PRSA members).

###