2017–2018

Chapter Handbook

*How are you going to leave this Chapter better than you found it?*

Prepared by the 2017-2018 Executive Board and Faculty Advisor

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Dear ISU PRSSA executive board,

It is with great excitement that I present to you the 2017-2018 Chapter Handbook. Use this as your guide to strategically manage the Chapter and lead it to the most successful year in ISU PRSSA history.

The 2017-2018 executive board has spent a lot of time revising this document to help share best practices in programming, fundraising and leadership. We have given you advice in hopes that you will learn from both the triumphs and mistakes that we’ve made over this past year.

In this document, you will find several helpful resources such as the PRSSA National Handbook, ISU PRSSA Constitution, 2017-2018 Strategic Plan, 2017-2018 Chapter Accomplishments, executive board position documents and internal ad hoc committee documents. These resources will help you determine how to lead the Chapter successfully.

In the next academic year, you will face many challenges as a leader. Use these challenges as an opportunity to grow and develop as an individual and future professional. I can tell you with full confidence that being on the executive board has been the most rewarding experience I’ve had as an undergraduate at Illinois State University. You will be amazed at how much this experience will help you develop leadership, interpersonal and professional skills.

I hope this leadership opportunity will be as valuable and rewarding for you as it has been for me. If you ever need any help along the way, feel free to reach out to any of us, as ISU PRSSA will always be very dear to our hearts. I look forward to seeing you lead the Chapter this coming year and I wish you the best.

Best always,

Victoria Jackson

Victoria Jackson

ISU PRSSA President 2017-2018

PRSSA National Bylaws

**PRSSA National Bylaws, Policies and Procedures**

As amended April 2017

*ARTICLE I. Membership*

Section l. **Eligibility.** Membership shall be composed of undergraduate and/or graduate students, regardless of age, race, color, creed, sex or national origin, who are either public relations majors or have demonstrated an interest in public relations and other related fields shall be eligible for membership. Only those students enrolled in the college or university to which a PRSSA Chapter charter has been granted shall be eligible for membership. Any student meeting the above criteria shall be entitled to membership in PRSSA. Additional Chapter restrictions must be approved by the PRSSA National Committee.

(a) Affiliate Membership

International students enrolled in a college or university outside the United States that has passed CEPR Certification are eligible for affiliate membership. Additional restrictions must be approved by the PRSSA National Committee.

(b) Affiliate Program

All students, within the United States and internationally, enrolled in a college or university without a PRSSA Chapter may participate in the PRSSA Affiliate Program. The duration of an Affiliate is one year, with the option to renew. The PRSSA National Committee retains the authority to make benefit changes as necessary.

Section 2. **Dues.** Chapter membership shall be limited to those students who pay annual national and local dues.

(a) National Dues —

(i) The amount of national dues shall be determined annually by the PRSSA National Assembly with counsel from the National Committee. Chapters must be notified of any proposed change in national dues at least 21 days prior to the National Assembly.

(ii) National dues shall be collected from each member by the Chapter treasurer at the outset of each academic year and sent, with the official form provided by PRSSA headquarters, to the PRSSA Executive Director no later than November 1. On payment of such dues, a student is entitled to one full year’s membership, extending from November 1 to October of the following year.

(iii) National dues for students joining the Chapter on or after March 1 may be forwarded by the Chapter treasurer, together with the official form provided by PRSSA Headquarters, to the PRSSA Executive Director in the spring. On payment of such dues, a student is entitled to one full year’s membership, extending from March 1 to the last day of February the following year.

(iv) There shall be no prorating of dues.

(b) Chapter Dues — Each student Chapter shall establish its own local initiation fee and dues structure as may be necessary to carry local expenses and to meet local needs.

Section 3. **Rights and Privileges of Membership.** Students who have met the membership requirements and have paid the necessary national and Chapter dues shall be eligible for participation in all PRSSA activities at the national and Chapter levels. This shall include the right to serve as a national officer, provided the member has met additional criteria defined in Article III Section 5(a), and the right to serve as a Chapter officer, Assembly Delegate, or National Subcommittee member, as well as entitlement to services provided from National Headquarters as described in the Chapter Handbook.

Section 4. **PRSA Associate Membership.** An individual who has received a baccalaureate degree and who is a member of a PRSSA Chapter at the time of graduation shall be eligible for Associate membership in the Public Relations Society of America. The PRSSA National President shall be eligible for PRSA Associate membership during his or her term in office.

(a) Method of election to Associate membership —

(i) Application for PRSA Associate membership shall be made on a form approved by the PRSA Board of Directors.

(ii) Applications for PRSA Associate membership must be made within two years following the date of the applicant’s graduation, except for the application of the PRSSA National President.

(iii) PRSA Associate membership may be held for a period not to exceed two years after admission to such membership.

*ARTICLE II. PRSSA National Committee*

Section 1. **Composition.** The PRSSA National Committee shall be composed of a National President, Immediate Past President, seven Vice Presidents and the Publications Editor in Chief. The Vice Presidents shall be named: Vice President of External Affairs, Vice President of Chapter Development, Vice President of Member Services, Vice President of Professional Development, Vice President of Digital Communication, Vice President of Career Services, and Vice President of Events and Fundraising. The National Conference Coordinator shall be an ex officio, nonvoting member of the National Committee. The PRSSA National Committee shall be counseled by one Professional Adviser, one Faculty Adviser and a PRSA Board Liaison, all of whom are appointed annually by the PRSA Board of Directors. The PRSSA National Committee and its Advisers shall have the counsel and assistance of a PRSSA Executive Director, who shall serve as a full-time staff administrator of the student society, and who shall be appointed by the President and CEO of PRSA.

Section 2. **Responsibility and Authority.** The National Committee shall be responsible for managing the business and affairs of the student society and shall operate within the powers granted to it by the PRSA Board of Directors, the PRSA Bylaws, and the PRSSA Bylaws.

Section 3. **Voting Members.** Voting members (with the exception of provisions in Article II, Section 4 and Article III, Sections 6 and 7) of the National Committee shall be the National President, Immediate Past President, seven Vice Presidents and the Publications Editor in Chief.

Section 4. **PRSSA National Advisers.** One Professional Adviser and one Faculty Adviser shall serve on the PRSSA National Committee as counselors to the student officers and as representatives of their respective counterparts at the Chapter level. PRSA Advisers shall vote on the chartering of new PRSSA Chapters and shall participate as members of ad hoc subcommittees of PRSSA at the request of the National President. Each Adviser of the PRSSA National Committee shall be a Member of PRSA and the Professional Adviser must have earned Accreditation in Public Relations. Recommendations for the appointment of Advisers shall be forwarded to the PRSA Board of Directors by the current committee executive officers. The PRSA Board of Directors, having full authority for such appointments, shall take the committee officers’ recommendations into consideration when appointing the National Advisers who take office June 1.

Section 5. **PRSSA Executive Director.** The PRSSA Executive Director serves as full-time staff administrator of PRSSA National Headquarters. In addition to acting as general adviser to the PRSSA National Committee, the PRSSA Executive Director shall perform all duties normally incident to the position of controller. The PRSSA Executive Director shall also perform all duties normally incident to the office of secretary, maintaining PRSSA national records, conducting general correspondence, coordinating services to the PRSSA membership and performing such additional duties as may be assigned by the PRSSA National Committee or by the PRSA Board of Directors.

Section 6. **PRSA Board Liaison.** The PRSA Board Liaison shall serve on the PRSSA National Committee as an ex officio member and as a representative of the PRSA Board of Directors. The Board Liaison shall represent PRSSA interests at all PRSA Board meetings, advise and counsel PRSSA on the policies and procedures of PRSA, and assist in promoting interaction between PRSA and PRSSA.

Section 7. **Meetings.**

(a) Time and location — The time and location of PRSSA National Committee meetings shall be determined by the National President with the approval of the National Committee.

(b) Travel expenses — Members of the National Committee shall be reimbursed for travel expenses incurred when attending National Committee meetings in amounts determined each year by the National Committee at its first annual meeting.

(c) Agenda — The preparation of the agenda for National Committee meetings shall be the responsibility of the National President. It shall be distributed to National Committee members at least ten days before the meeting. Items to be placed on the agenda shall be submitted to the National President at least three weeks in advance of the meeting. Student members of the National Committee shall be eligible for re-election to the National Committee, provided that they continue to fulfill the duties and responsibilities of their office.

(d) Procedure — The National President shall be responsible for the procedure of National Committee meetings.

(e) Quorum — Two thirds of the voting members of the National Committee shall constitute a quorum.

(f) Recording Secretary — A Recording Secretary shall be designated by the National President for each National Committee meeting.

(g) Closed meetings — All meetings of the PRSSA National Committee shall be closed to non members of the National Committee. Special permission to attend National Committee meetings may be granted by the National President.

Section 8. **New Officer Orientation.** Members of the current National Committee shall annually meet with the newly elected National Committee members during the PRSSA National Assembly to orient new officers.

*ARTICLE III. National Officers*

Section l. **Officers.** Officers of the PRSSA National Committee shall be the National President, Immediate Past President, seven Vice Presidents and Publications Editor in Chief.

Section 2. **Terms in Office.** Each of the national officers, except the Immediate Past President and Publications Editor in Chief, shall be elected by student Delegates at the annual PRSSA National Assembly meeting to serve for a period of one year, beginning June 1 following the election. The Immediate Past President shall be a member of the National Committee for a term of one year after having served as President. Student members of the National Committee shall be eligible for re election to the National Committee, provided that they continue to fulfill the duties and responsibilities of their office.

Section 3. **Ineligibility.** A student elected to office on the National Committee shall not be eligible to hold another office simultaneously at the Chapter level.

Section 4. **Duties and Responsibilities.**

(a) National President — The PRSSA National President shall act as the principal administrative officer of the PRSSA National Committee; serve as liaison with PRSSA Advisers, the PRSSA Vice President, and the PRSA Board of Directors; organize the agenda and program of the annual National Committee meetings and PRSSA National Assembly meetings; supervise the PRSSA National Conference; organize and supervise PRSSA National Subcommittees; regulate Chapter probation and charter revocation; advise and instruct National Committee members on policies and procedures of the student society; and administer PRSSA Chapter and member award programs. The National President shall be an Associate member of PRSA while in office and shall serve as the official Delegate of PRSSA to the PRSA Assembly.

(b) Immediate Past President — The Immediate Past President shall function as an adviser to the National President and work on special projects, such as the PRSSA/PRSA relationship and PRSA Associate membership. The Immediate Past President shall perform all duties of the National President if the President is absent or unable to perform his or her duties.

(c) Vice President of External Affairs — Responsibilities include, but are not limited to, addressing and creating a forum regarding current events/issues facing the public relations profession and taking an active role to promote the PRSSA Diversity Initiative and High School Outreach.

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

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

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

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

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

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

(j) Publications Editor in Chief — Responsibilities include, but are not limited to, managing the national newspaper, *FORUM,* and national blog, Progressions.

Section 5. **Elections.**

(a) Eligibility — Candidates for national offices shall be members in good standing and shall be available to maintain PRSSA membership for the duration of service on the National Committee, as well as be enrolled full time in school at least through the fall term while serving on the Committee. Candidates for the National Presidency shall have served on the National Committee for at least seven months. If not more than one candidate for the National Presidency has served on the National Committee for seven months, the candidacy shall be open to all PRSSA members who meet all other requirements stated above.

(b) Nomination procedure — The nominations for national office shall be submitted to PRSSA National Headquarters on the official form provided at the appropriate time by the PRSSA Executive Director.

(c) Time and location — The election of national officers shall take place annually during the PRSSA National Assembly meeting.

(d) Rules and procedures — National officers shall be elected by Delegates to the PRSSA National Assembly. Elections shall be held under a majority election system. The PRSSA Election Eligibility and Rules Subcommittee of the National Committee shall determine and enforce all other rules and procedures and shall tabulate the results of the election. Disqualification for misconduct or rules violation shall be determined by this Subcommittee.

(e) Installation of new officers — New officers shall be installed at a time designated by the National President during the PRSSA National Assembly meeting.

Section 6. **Removal from Office.** Any officer of the PRSSA National Committee may be removed for cause by a two thirds vote of the entire National Committee, including PRSSA Advisers and the charged officer, during a special meeting of the National Committee for that purpose. If such a meeting of the Committee is not possible, the case shall be discussed and voted on through a conference call of the National Committee administered by the PRSSA Executive Director. Petition for removal must be submitted to all parties concerned at least three weeks before the outset of the official deliberations of the National Committee. All parties concerned shall have the opportunity to present their cases to the National Committee. Grounds for removal shall be misconduct so as to bring discredit to PRSSA or PRSA, dereliction of assigned duties and responsibilities, intentional violation of PRSSA Bylaws, failure to maintain academic standards acceptable to the individual’s college or university, and/or expulsion from a PRSSA Chapter for the same reasons. Proceedings of the National Committee in such cases shall be confidential.

Section 7. **Vacancies.** Vacancies occurring in the offices of National President, Immediate Past President or the seven Vice Presidents shall be filled by a qualified PRSSA member elected by a majority vote of the entire National Committee within 15 days after such vacancy occurs. The PRSSA Executive Director shall appoint a member of the National Committee to conduct these proceedings.

Section 8. **Other Officers.** The National President shall have the right to appoint additional national officers to coordinate special projects or to chair National Subcommittees. These appointments must be approved by the National Committee.

1. Such appointed national officers shall serve for a maximum one year period. They shall be considered ex officio members of the National Committee.

*ARTICLE IV. National Subcommittees*

Section l. **Purpose.** PRSSA National Subcommittees shall be formed from the PRSSA National Committee to appropriately conduct the affairs of the Society and to develop special programs of benefit to PRSSA and its members.

Section 2. **Members.** The National Subcommittees shall be composed of members of the PRSSA National Committee. Other PRSSA and PRSA members may be appointed to these Subcommittees by the PRSSA National President. Each Subcommittee Chair, if a member of PRSSA or an Associate member of PRSA, shall be an ex officio, non voting Delegate to the PRSSA National Assembly and shall be eligible for the same privileges granted to elected Chapter Delegates.

Section 3. **Governance.** The PRSSA National President shall be responsible for establishing and governing the National Subcommittees, with advice and counsel from the PRSSA National Committee, and shall serve as an ex officio member of each.

*ARTICLE V. PRSSA National Assembly*

Section 1**. Powers and Authority.** The PRSSA National Assembly shall serve as the governing body of PRSSA. It shall have the authority to amend National Bylaws and to elect national officers annually. Bylaw amendments ratified by the PRSSA National Assembly, and approved by the PRSA National Board, shall be acted on by the PRSSA National Committee.

Section 2. **Composition.** The PRSSA National Assembly shall be composed of the student members of the PRSSA National Committee, National Subcommittee Chairs, and one elected Delegate from each active PRSSA Chapter.

Section 3. **Time and Location.** The annual meeting of the PRSSA National Assembly shall be held in the spring of each year; the exact time and central location shall be determined by the National President.

Section 4. **Election of Assembly Delegates.** Each Chapter Assembly Delegate shall be elected annually by a majority vote of the members of the Chapter that he or she shall be representing. To be eligible, Delegates must be members in good standing of the Chapter and have a thorough knowledge of the student society and its National Bylaws. Election of Chapter Delegates must occur at least one month prior to the Assembly meeting, and formal notification must be submitted to PRSSA National Headquarters at a time designated by the PRSSA Executive Director.

Section 5. **Alternates.** Each Chapter shall also elect an alternate Assembly Delegate to represent the Chapter at the PRSSA National Assembly meeting in the absence or disqualification of the official Delegate. The Alternate shall be elected at the same time as the Delegate. The PRSSA Executive Director must be notified immediately if it is determined before the National Assembly that the Alternate shall be replacing the Delegate in the Assembly. If the Alternate replaces the Delegate after the commencement of the National Assembly, the PRSSA National President must be notified immediately.

Section 6. **Delegate Financial Assistance.** To the extent that funds are available, each Assembly Delegate shall receive financial assistance for travel expenses in amounts determined annually by the PRSSA National Committee. If the duly elected Alternate replaces the official Delegate, he or she shall be eligible for the same privileges.

Section 7. **Disqualification.** Delegates who do not attend the Assembly meeting, or who do not responsibly fulfill their duties as Chapter Delegates, shall forfeit their financial assistance from PRSSA. Chapters shall be held responsible for the conduct of their Delegates. Delegates guilty of misconduct may be disqualified by a majority vote of either the sponsoring Chapter or the National Assembly. In this event, the Alternate shall serve as the replacement for the Delegate.

Section 8. **Regulations.** The National President shall preside at all meetings of the National Assembly. Parliamentary procedures shall be adhered to during the Assembly, as specified in the PRSSA National Assembly procedures manual. All voting members must be present at National Assembly; proxy voting shall not be permitted.

Section 9. **Agenda.** The agenda for the National Assembly shall be prepared by the National President and distributed to all Assembly Delegates at least 10 days prior to the National Assembly meeting.

Section 10. **Voting Procedures.** Voting members of the National Assembly shall include elected student members of the National Committee and all Assembly Delegates, except Subcommittee Chairs who shall serve as ex officio members. The presiding officer shall vote only in the case of a tie.

Section 11. **Quorum.** Delegates of one-third of all PRSSA Chapters in good standing shall constitute a quorum at all meetings.

Section 12. **State of the Society.** A State of the Society Report on the Society’s major activities prior to the Assembly shall be delivered by the National President at the Annual Assembly.

*ARTICLE VI. National Conference*

Section l. **Purpose.** The annual PRSSA National Conference shall serve as an opportunity for all members of the student society to meet in a designated location to increase their knowledge of public relations and PRSSA and to conduct the annual business of the student society. The National Conference shall also provide PRSSA members with an atmosphere conducive to contact with public relations professionals, educators and fellow students.

Section 2. **Date and Location.** The PRSSA National Conference shall be held in conjunction with the annual International Conference of the Public Relations Society of America, which is held at a site selected by the PRSA Board of Directors.

Section 3. **Conference Coordinator.**

(a) The National President shall, after reviewing Chapter bids and presentations, and with the approval of the National Committee, annually appoint a PRSSA Chapter to plan, coordinate and conduct the PRSSA National Conference. The selected Chapter shall appoint a Conference Coordinator, provided that this appointment is approved by a majority vote of the PRSSA National Committee. The National President shall serve as adviser of the PRSSA National Conference.

(ii) Pending annual approval of the PRSA Board of Directors, the appointed Conference coordinator may be reimbursed by PRSA for travel expenses incurred while attending PRSA Conference Committee meetings.

(iii) If, after reviewing Chapter bids and presentations, the National Committee determines that none is adequate, the National Committee shall assume responsibility for the coordination of the National Conference.

Section 4. **Conference Fees.** The registration fee to be charged each PRSSA member shall be determined annually by the student Chapter or committee responsible for the Conference.

Section 5. **Agenda.** The PRSSA Conference agenda shall be determined by the student planning committee or Chapter with guidance and suggestions from the PRSSA National Committee.

Section 6. **Annual Business.** Annual business on the agenda for the National Conference shall include national awards presentations, National Committee meetings, and special sessions requested by the PRSSA National President or Executive Director.

*ARTICLE VII. PRSSA Publications*

Section l. Each year, the National Committee shall invite active PRSSA Chapters to submit bids for editing, producing and distributing PRSSA national publications (as defined in Sections 2, 3 and 4 of this Article) thirty days prior to the National Assembly. The National Committee shall select one Chapter to serve as the *FORUM* Editorial Staff. The selected Chapter shall appoint an Editor in Chief, subject to the approval of the National Committee. The Editor in Chief shall coordinate the production of the defined national publications. If, after reviewing Chapter bids, the National Committee determines that none are adequate, the National Committee shall assume responsibility for producing national publications.

Section 2. ***FORUM*.** *FORUM* shall serve as the official newspaper of PRSSA. The number of issues published annually shall be determined by the National Publications Staff, subject to the approval of the PRSSA National Committee. *FORUM* shall be designed to inform PRSSA members of current issues in the student society, PRSA and the public relations profession.

Section 3. **Chapter Handbook.** The official PRSSA Chapter Handbook, compiled by the PRSSA National Committee, shall be distributed periodically by the PRSSA Executive Director to active PRSSA Chapters and sponsoring PRSA Chapters. The Handbook shall be the official Chapter guidebook and shall include information, suggestions and procedural guidance for student Chapters, their officers, advisers, and sponsoring PRSA Chapter members. The Chapter Handbook will also contain a complete mailing list of addresses for each PRSSA Chapter in the nation.

Section 4. **Other Publications.** The PRSSA National Committee may authorize additional publications to meet the needs of the student society.

*ARTICLE VIII. Annual PRSSA Activities*

Section l. **Description.** PRSSA shall annually sponsor for its members various national programs and activities which appropriately fulfill and/or accomplish the Society’s official “Statement of Purpose.” These annual activities may be co sponsored by PRSA or other organizations, associations, corporations or firms. Programs for annual consideration shall include, but not be limited to, a national awards program for outstanding Chapters, the J. Carroll Bateman Case Study Competition, national campaigns, and annual graduate and undergraduate scholarship programs.

Section 2. **Responsibility.** The PRSSA National Committee, in conjunction with the PRSSA Executive Director and, when applicable, the activity’s co sponsor, shall be responsible for planning and coordinating the annual activities of the Society.

*ARTICLE IX. Chapter Application*

Section l. **Eligibility.**

(a) Institutional — Colleges and universities where PRSSA Chapters may be established are limited to those located within United States territory which offer baccalaureate degrees and a sequence of at least five courses in public relations, supplemented by additional courses allied to this field of study. Such colleges or universities must be accredited by a nationally or regionally recognized accrediting association or board. The PRSA Educational Affairs Committee is authorized to consult with and assist colleges and universities in meeting this standard.

(b) Students — The minimum number of eligible students required for establishing a student Chapter is ten, at least one of whom must have satisfactorily completed a public relations course. The remaining students shall either make a written affirmation that they plan to major in public relations or shall demonstrate their interest in public relations by enrolling in at least one course in the subject. All students must be currently enrolled in the college or university applying for the charter. At least eight of the eligible students must be at or below the junior undergraduate level.

(c) Faculty Adviser — The teacher nominated by students for Faculty Adviser shall teach at least one of the public relations courses required for the establishment of a Chapter. The Faculty Adviser shall be a Member or Associate Member of PRSA.

(d) Professional Adviser(s) — Petitioning students must nominate one or two Professional Advisers who shall be Members of PRSA, at least one of whom shall be a Member who has at least five (5) years of professional public relations experience or is Accredited in Public Relations, interested in participating in the development of the student Chapter. Professional Advisers must be members in good-standing of the PRSA Chapter sponsoring the Chapter application and may not be Associate Members.

(e) PRSA Chapter sponsorship — Applications for charters must be endorsed by the President of the sponsoring PRSA Chapter. Four additional members of the sponsoring PRSA Chapter must also sign the application as an indication of personal commitment to provide support to the proposed PRSSA Chapter.

Section 2. **Application Procedure.** Students interested in petitioning for a PRSSA charter shall obtain an application form and Chapter Handbook from the PRSSA Executive Director at National Headquarters. After completing the form, the students shall submit it to the PRSA Chapter with which they wish to affiliate. Following endorsement by the executive board of the PRSA Chapter, the petition shall be promptly returned to the PRSSA Executive Director.

Section 3. **Voting Procedure.** Upon receipt of the completed petition, the PRSSA Executive Director shall submit it to the PRSSA National President, the Immediate Past President, the National Faculty Adviser, the National Professional Adviser, and the PRSA Board Liaison to the PRSSA National Committee for review and recommendation. Four out of the five possible votes are required for approval of a charter application. The petition, along with these recommendations, shall then be presented to, and reviewed and voted upon, by the national PRSA Board of Directors. The PRSSA Executive Director shall immediately notify the petitioning institution and the PRSSA National Committee of the Board’s action.

Section 4. **Charter.** When a new student Chapter is approved by the Board, an official charter will be presented to the institution by a PRSA National Officer, or by a PRSA member designated by the President of the sponsoring PRSA Chapter, at a mutually convenient time and place.

Section 5. **Chapter Establishment.** After the charter has been presented to the new Chapter, the members shall establish the Chapter on campus. National dues must be collected from each local PRSSA member and forwarded to the PRSSA Executive Director at National Headquarters at the next dues-paying period. The PRSA Board, after receiving the recommendation of the PRSSA National Committee, shall have the authority to revoke the new charter if the Chapter is not established on campus, unless an extension of time is granted by the Board.

Section 6. **Services.** Following the receipt by the PRSSA Executive Director of national dues, the new Chapter shall be eligible for all the rights, privileges, and services of a PRSSA Chapter, as listed in the PRSSA Chapter Handbook.

*ARTICLE X. Delinquent Chapters*

Section l. **Definition.** A delinquent Chapter shall be defined as a Chapter where one or more of the following circumstances pertain. The Chapter:

(a) does not have a program that the PRSSA National Committee feels is active, serving the interests of the students, or advancing the objectives of PRSSA and PRSA;

(b) does not have a minimum membership of ten for two successive dues-paying periods;

(c) does not submit the annual national dues for its members to the PRSSA Vice President by the appropriate dues deadline;

(d) does not meet a minimum of eight (8) periodic meetings per school year; or

(e) does not sustain the minimum requirements for establishing a Chapter (Article IX, Section l).

Section 2. **Probation.**

(a) Purpose — Delinquent Chapters shall be placed on probation by the PRSSA National Committee to acknowledge that a problem exists within the Chapter and that assistance may be needed in solving it. A Chapter placed on probation shall continue to be eligible for the rights and privileges of a PRSSA Chapter, provided that its members have paid the necessary national dues.

(b) Enforcement — The PRSSA Executive Director shall notify the delinquent Chapter within two weeks of the National Committee’s decision to place it on probation. Copies of the notification shall be sent to PRSSA National Committee members, the Faculty and Professional Advisers of the delinquent Chapter and the President of the sponsoring PRSA Chapter. The PRSSA Executive Director shall be responsible for officially recording such action.

(c) Duration — A Chapter placed on probation shall have one year to correct its charged violation. Once the problem is corrected, the Chapter may be granted its previous status by the PRSSA National Committee.

(d) Dismissal — Any Chapter placed on probation which has not corrected the charged violation during the one-year probationary period shall be eligible for dismissal following the normal dismissal procedures outlined in Section (3).

Section 3. **Charter Revocation.** If a delinquent Chapter does not correct its charged violation by the end of the one year probationary period, the PRSSA National Committee shall implement one of two options: they may extend the delinquent Chapter’s probation for another year, or recommend to the PRSA Board of Directors that the Chapter’s charter be revoked. The PRSSA Executive Director shall immediately notify the delinquent Chapter and other appropriate individuals of the National Committee’s recommendations for revocation. The PRSA Board of Directors shall vote on the revocation of the said charter at its first meeting following such notification, based on the information provided by the PRSSA National Committee and, if available, from the delinquent Chapter.

Section 4. **Reinstatement of Charter.** If revocation of a charter should occur, members of the former Chapter may re-petition for a charter when the charged violations are duly corrected.

*ARTICLE XI. Geographic Boundaries*

Section 1. **Formation.** The PRSSA National Committee shall have the authority to determine the geographic boundaries for the student society, pending approval from the PRSA Board of Directors.

*ARTICLE XII. Chapters*

Section 1. **Formation.** PRSSA Chapters shall be established only at colleges or universities that meet the necessary requirements and have received a formal charter from the PRSA Board of Directors.

Section 2. **Name.** Each PRSSA Chapter shall officially be known as the “(name of college or university) Chapter of PRSSA,” unless special permission is granted by the PRSA Board of Directors for an alternate title.

Section 3. **Membership.** Chapter membership shall be composed of only those students who meet the requirements for PRSSA membership and have paid the necessary national and Chapter dues. Chapter members also must be enrolled in a course or courses at the college or university to which the Chapter charter was granted. A student may not be a member of more than one PRSSA Chapter simultaneously.

Section 4. **Dues.** Each student Chapter shall establish its own initiation fee and individual dues structure as may be necessary to carry local expenses and shall limit membership to those paying such dues.

Section 5.**Constitution.** Each PRSSA Chapter shall have a Chapter Constitution, which must be approved by the PRSA Board of Directors to become effective. All articles in the Chapter Constitution shall adhere to the PRSSA Bylaws.

Section 6. **Officers.**

(a) Titles — Each Chapter shall elect annually a President, Vice President, Secretary, Treasurer, Historian, Public Relations Officer, National Assembly Delegate, and Alternate Delegate. The offices of Treasurer and Secretary may be combined. In addition, the Assembly Delegate and Alternate may simultaneously hold another office within the Chapter. Other Chapter officers may be elected to handle local needs, based on the rulings set forth in the Chapter’s Constitution.

(b) Duties and responsibilities — The duties of the President, Vice President, Secretary, Treasurer (or Secretary Treasurer), Public Relations Director, Historian, National Assembly Delegate, and Alternate shall be such as usually pertain to the offices they hold. Specific duties and responsibilities of these and other officers elected by the Chapter shall be cited accordingly in the Constitution of each Chapter, based on local needs and suggestions provided in the PRSSA Chapter Handbook.

(c) Elections — Election of Chapter officers and advisers shall be held before April 15, with those elected assuming office the following June 1 for one calendar year. One third of the dues paying membership of the Chapter shall constitute a quorum. A simple majority vote of the quorum is required for election to office.

(d) Removal from office — Any Chapter officer or adviser may be removed for cause by a two thirds vote of the quorum or a majority of the mail ballot of the entire dues-paying membership. Petition for removal signed by at least 10 percent of the Chapter membership must be submitted to all parties concerned, no less than three weeks in advance of a special meeting called to consider this petition. At this special meeting, all parties concerned shall have the opportunity to present their case. If two-thirds of the dues-paying members are in attendance, they shall constitute a quorum and the vote will be taken. If less than two-thirds of the dues-paying members are in attendance, balloting will be conducted by mail. All ballots must be sent within three business days following the meeting and returned to the faculty adviser within 14 days of the meeting. This ballot shall include statements from all parties concerned. All ballots will be counted by a committee appointed by a majority vote of the Chapter officers. Grounds for removal shall be misconduct to bring discredit to PRSSA or PRSA, dereliction of assigned duties, intentional violation of PRSSA Bylaws, or the Chapter Constitution, and/or failure to maintain acceptable academic standards. Proceedings in such cases shall be confidential. A removed officer shall be replaced by one elected by a majority vote of the Chapter membership.

Section 7. **Faculty Adviser.** Each Chapter shall elect annually a Faculty Adviser who shall be the official faculty representative in and to the Chapter, and who shall act as the official link between the student Chapter and PRSA. To be eligible for election, a Faculty Adviser shall be a teacher of at least one of the public relations courses required for the establishment of a PRSSA Chapter. Faculty Advisers shall be PRSA Members or Associate Members.

Section 8. **Professional Adviser.** Petitioning students must nominate one or two Professional Advisers who shall be Members of PRSA, at least one of whom shall be a Member who has at least five (5) years of professional public relations experience or is Accredited, interested in participating in the development of the student Chapter. Professional Advisers must be members in good standing of the PRSA Chapter sponsoring the Chapter application and may not be associate members. To facilitate the students’ election of Professional Advisers, the officers of the sponsoring PRSA Chapter shall nominate eligible members of their Chapter annually as possible Professional Advisers and submit the names to the student group for ratification. While the PRSSA Chapter is not obliged to choose the submitted nominees, any Professional Advisers elected annually must be a Member of PRSA and must agree to volunteer his or her time for the betterment of the students and the student Chapter. Professional Advisers shall not counsel more than one PRSSA Chapter at the same time.

Section 9. **Meetings.** Each Chapter shall meet at least once during each month that school is in session at a designated location within the campus community.

Section 10. **Services.** Each PRSSA Chapter shall be eligible for services provided by the PRSSA national officers, PRSSA Executive Director, and the PRSA, as specified in the PRSSA Chapter Handbook.

Section 11. **Chapter Activities.** All activities of a PRSSA Chapter must be taken in the name of the Chapter. PRSSA Chapters may not merge with other organizations. No Chapter activity shall impose any liability or obligation upon PRSA. Membership in PRSSA does not confer membership in PRSA, except for the provision in Article I, Section 4.

*ARTICLE XIII. PRSSA National Insignia*

Section l. **Copyright.** The Public Relations Student Society of America name and logotype are copyrighted and may not be altered. Any revisions in the name or logo must be formally approved by the PRSSA National Assembly, the PRSSA National Committee and the PRSA Board of Directors.

Section 2. **National Use.** The design of official Society stationery, certificates, keys, charms, and other insignia or official documents of PRSSA shall be determined by the PRSSA National Committee, in cooperation with the PRSSA Executive Director.

Section 3. **Chapter Use.** Student Chapters shall have the authority to use the unaltered PRSSA name and logotype on local publications, stationery, certificates, documents, and memorabilia. However, the acquiring of pins or other insignia shall not be a requirement for obtaining or maintaining membership in any Chapter of PRSSA.

*ARTICLE XIV. PRSSA National Bylaws*

Section l. **Amendments.** Amendments to these Bylaws may be proposed by (1) the PRSSA National Committee, or (2) a PRSSA National Assembly Delegate, or (3) by majority vote of a PRSSA Chapter, provided that the text of the proposed amendment in all cases is submitted to the National President 30 days prior to the annual meeting of the PRSSA Assembly and provided that notification of the proposed amendments is given to all Assembly Delegates, Chapter Presidents, and members of the PRSSA National Committee 21-days prior to that meeting. Chapters must be notified of any proposed change in national dues at least 21-days prior to the National Assembly.

Section 2. **Adoption.** An amendment to the National Bylaws so proposed requires a two thirds vote of the Delegates present at the annual meeting of the National Assembly, provided that the number present and voting constitutes a quorum. An amendment thus adopted becomes effective only after having been approved by the PRSA Board of Directors at the first meeting thereof, following the PRSSA National Assembly meeting. An amendment to PRSSA Bylaws must directly coincide with and adhere to the text of the PRSA Bylaws. Amendments made to the PRSA Bylaws affecting the student society shall be immediately added to the PRSSA Bylaws and shall not require the approval of the PRSSA National Assembly or National Committee to become effective.

Section 3. **Distribution.** The PRSSA Executive Director shall be responsible for incorporating amendments adopted and properly approved into the PRSSA Bylaws on an annual basis. Copies of the current Bylaws shall be distributed annually to each PRSSA Chapter, sponsoring PRSA Chapters, and members of the PRSSA National Committee.

###

ISU PRSSA Constitution

ISU PRSSA Constitution

Preamble

We, the members of the Illinois State University Chapter of the Public Relations Student Society of America (PRSSA), so ordain and establish this Constitution for the Illinois State University Chapter of the Public Relations Student Society of America (PRSSA).

Article I. Bill of Rights

A. The following rights and freedoms are afforded to each Registered Student Organization (RSO) of Illinois State University according to University policy and the Student Involvement Center:

1. To be recognized by the Student Government Association.

2. To petition the Student Government Association.

3. To endorse specific groups.

4. To establish its own leadership.

5. To help elect its own leadership.

6. To give audience to any person or group.

7. To participate free in both on and off campus activities.

8. To receive preferential use of available University facilities in accordance with established reservation procedures.

9. To advertise opinions publicly via the dissemination of literature or vocal expression.

10. To participate in the student fee distribution process.  
  
 11. To maintain local autonomy from extra-university organizations.

Article II. Illinois State University’s Chapter of the Public Relations Student Society of America (PRSSA)

A. Organization

1. The official governing structure for ISU students in the public relations field at ISU will be known as ISU’s Chapter of PRSSA, with power vested in and distributed between an executive board and a National Committee. The organization, National qualifications, and responsibilities are outlined in the National Bylaws Article IX.

2. The Chapter shall abide by the Illinois State University Registered Student Organization rules and regulations. Within the context of these rules and regulations, the School of Communication, which sponsors the Chapter, has reasonable approval and decision-making authority on Chapter business or activities, particularly through consultation between the School leadership and the Chapter’s Faculty Advisor, who is a member of the School’s faculty.

B. Affiliation

1. All undergraduate and graduate students not having full-time administrative, faculty, and/or civil status at Illinois State University are members of the student body, and, as such, are eligible to become members of ISU’s Chapter of the PRSSA and participate in its deliberations and activities.

C. Purpose

1. To represent the needs and interests of the public relations field, PRSSA, the School of Communication, and the student body through Assembly Legislation and positions of advocacy.

2. To proactively effect change in the best interest of the public relations field, PRSSA, the SoC, and the student body.

3. To address issues affecting members of the public relations field, PRSSA, the School of Communication, and the student body.

4. To provide services to meet students’ needs.   
  
 5. To build a vital and thriving public relations major and SoC for the university community.

6. To further the cultural, social, and physical growth of the public relations field, PRSSA, the School of Communication, and the student body.

7. To recognize outstanding achievement by students and committees.

Article III. Administration

1. Membership and Qualifications

1. The executive branch of ISU’s Chapter of the PRSSA shall be known as the executive board. The executive board will be composed of the executive officers.

a. The executive officers are the President, Vice President, National Liaison, Digital Media Director, PRogressive Image Director, Secretary, and Treasurer.

b. Each executive officer shall oversee and serve as the executive adviser of one of the internal committees of ISU’s Chapter of the PRSSA. Except for the Vice President, who will serve as the communication liaison between the committees and the rest of the executive board/Chapter.

c. When necessary, any executive officer shall oversee and serve as executive adviser for any ad hoc committee created for ISU’s Chapter of the PRSSA.

d. In the event that a past President continues their education at Illinois State University after completing their term in good standing, that person can hold the position of Immediate Past President. (See Article III.B.8.)

2. All executive officers shall be members of the student body and shall be in good academic and disciplinary standing at the time of appointment on the board.

a. Each executive officer must be a dues-paying member of the PRSSA.

b. No executive officer may hold his/her ISU’s Chapter of the PRSSA position concurrently with an office at the National level with exception of the transition period between offices.

c. Credentials for holding any executive position must be kept and updated regularly for the purposes of selecting the best person for each position and to guide office holders in their application of their skill sets to the demands of their work. Position-related credentials must be prepared/revised in consultation with and approved by the Faculty Adviser.

d. Executive board members must prepare and contribute to an “executive board Policies and Procedures Manual” in consultation with and approved by the Faculty Adviser. This manual documents position-specific details to help in-coming executive board members fulfill their Constitutional duties.

B. Authority, Powers, and Responsibilities of the Executive Board

1. The President shall have the following authority, powers, and responsibilities:

a. To abide by, enforce, and support the Chapter’s Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

b. To exercise overriding executive authority within his/her administration, as well as delegate assignments to other officers and internal committee chairs as necessary.

c. To supervise the operations of the Chapter’s executive officers and internal committees

d. To serve as the chief student official and spokesperson for the Chapter.

e. To faithfully execute the policies and legislation at the Chapter and National level.

f. To serve as a member of all internal committees.

g. To regularly meet with and accept reports from all Chapter officials.

h. To nominate and, with the advice and consent of the Assembly, appoint students to vacant positions, as provided for in this Constitution or the Bylaws.

i. To plan National Conference participation and all other traveling functions open to the Assembly as a whole.

j. To veto legislation deemed not in the best interests of the Chapter.

k. To advise the Chapter’s Faculty Adviser on issues affecting students.

l. To perform other duties as assigned by the Assembly or faculty adviser.

2. The Vice President shall have the following authority, powers and responsibilities:

a. To abide by, enforce, and support the ISU’s Chapter of the PRSSA Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

b. To serve as acting president in the absence of the president.

c. To generally assist the president with the management and  
 supervision of the executive board and internal committees.

d. To advise the president on all personnel appointments.

e. To arrange speakers and job-shadow opportunities for the Chapter.

f. To advise the president on matters pertinent to the assembly, SoC, and student body.

g. To perform other duties as assigned by the president, Assembly, or faculty adviser.

h. To serve as the communications liaison between the three   
 committees/sub-groups and the executive board.

3. The Director of Community Engagement shall have the following authority, powers, and responsibilities:

a. To abide by, enforce, and support the ISU’s Chapter of the PRSSA Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

c. To plan Chapter dinners and affiliation with professional dinners/events with the Central Illinois Chapter of PRSA.

d. To advise the president on matters pertinent to the Assembly, School of Communication, and student body.

e. To perform other duties as assigned by the president, Assembly, or faculty adviser.

f. To plan community philanthropic volunteerism.

g. To plan high school engagement initiatives.

h. To oversee initiatives for member recruitment, engagement, and retention and report to president.

4. The Digital Media Director shall have the following authority, powers, and responsibilities:

a. To abide by, enforce, and support the ISU’s Chapter of the PRSSA Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

b. To take pictures of all events and formulate a scrapbook summarizing the year.

c. To serve as webmaster of the Chapter, maintaining all relevant information to the Assembly.

d. To collect any media clippings or public recognition of the Chapter.

e. To manage the Chapter’s social media accounts, including Facebook, Twitter, LinkedIn, and Instagram.

f. To advise the president on matters pertinent to the Assembly, SoC, and student body.

g. To perform other duties as assigned by the president, Assembly, or faculty adviser.

5. The PRogressive Image Director shall have the following authority, powers, and responsibilities:

a. To abide by, enforce, and support the ISU’s Chapter of the PRSSA Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

b. To be accountable for the student-run firm’s performance in every way for every client.

c. To manage the student-run firm’s operations, provide leadership for all account teams, and edit all products and publications.

d. To collect media clippings of any stories involving clients and stay up to date on local industry news.

e. To advise the president on matters pertinent to the Assembly, School of Communication, and student body.

f. To have weekly meetings with account executives and stay up-to-date on all firm activities.

g. To perform other duties as assigned by the president, Assembly or faculty adviser.

h. To submit the student-run-firm for accreditation (if applicable) as well as write and submit campaigns or articles to PRSSA National Publications.

i. To maintain regular contact with clients and act as professional practitioners of public relations.

j. To recruit clients from the university, the local community, etc. as practicable.

6. The Secretary shall have the following authority, powers, and responsibilities:

a. To abide by, enforce, and support the ISU’s Chapter of PRSSA Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

b. To maintain Assembly meeting minutes and email them to members after each meeting.

c. To email all meeting updates at least two days before a meeting.

d. Make announcements of all decisions made and upcoming events.

e. To advise the president on matters pertinent to the Assembly, SoC, and student body.

f. To perform other duties as assigned by the resident, Assembly or faculty adviser.

h. To plan at least one philanthropic event per month.

7. The Treasurer shall have the following authority, powers, and responsibilities:

a. To abide by, enforce, and support the ISU’s Chapter of PRSSA Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

b. To serve as the fiscal officer for the Chapter, maintaining accurate financial records of all disbursements and receipts and uploading the fiscal integrity of ISU’s Chapter of the PRSSA.

c. To authorize expenditures consistent with the appropriated budget.

d. To advise the president on matters pertinent to the Assembly, SoC, and student body.

e. To perform other duties as assigned by the president, Assembly or faculty adviser.

8. The Immediate Past President shall have the following authority, powers, and responsibilities:

a. To abide by, enforce, and support the ISU’s Chapter of PRSSA Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

b. To serve in a consulting position for the executive board members and the Chapter.

d. To perform other duties as assigned by the president, Assembly, or faculty adviser.

Article IV. The Assembly

A. Chapter Dues

1. ISU’s Chapter of the PRSSA reserves the right to change dues at the beginning of each school year. Chapter dues are designated by the incoming executive board based on National dues requirements plus the Chapter’s projected financial needs for the upcoming year.

B. Membership

1. ISU’s Chapter of the PRSSA upholds membership information that is outlined in the National Bylaws. Member selection shall be free from discrimination on the basis of race, color, religion, sex, national origin, sexual orientation, order of protection, gender identity and expression, ancestry, age, marital status, disability, genetic information, unfavorable military discharge, or status as a veteran.

2. The Assembly as a whole shall have the following authority, powers, and responsibilities:

a. To support the SoC while also supporting the University community and its mission.

b. To represent the Chapter to the University and local community.

c. To initiate programs and services in accordance with the University guidelines.

d. To enact legislation, resolutions, and policies on behalf of and in the best interests of the society at the local level.

e. To accept reports from the administration, internal committees, the School of Communication, and members of the University community.

f. To override a presidential veto.

g. To provide applicants for executive board officers of the President, Vice President, National Liaison, Digital Media Director, PRogressive Image Director, Secretary, and Treasurer.

h. To abide by and support the ISU’s Chapter of the PRSSA Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

i. To represent the University and public relations field professionally and responsibly.

j. To advance the profession and future professional.

k. To recommend Assembly members for leadership positions in the Chapter.

l. To execute binding votes on matters before the Assembly.  
  
 m. To perform other duties as assigned by the president, assembly, or faculty adviser.

Article V. Committees

A. Internal Committees

1. Membership on internal committees is afforded to PRSSA executive officers and Assembly.

2. All internal committee members shall have equal voice in internal committee proceedings.

3. Every attempt should be made to reach consensus on any decision before an internal committee.

4. All meetings of the executive committee shall be conducted in executive session, with guests permitted only with the consent on a majority of the committee’s membership and presidential approval. The faculty adviser may attend any meetings at his/her discretion or invitation of committee managers.

B. Internal Committees  
  
 1. The Relations Manager shall have the following authority, powers, and responsibilities:

a. To abide by, enforce, and support the ISU’s Chapter of the PRSSA Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

b. To maintain regular contact with alumni and act as professional practitioners of public relations.

c. To report to the executive board advisers about all major decisions made and newsletter updates.

d. To report to the executive board advisers about all Chapter blog updates.

e. To advise the executive board advisers about matters pertinent to the Assembly, SoC, and student body.

f. To perform other duties as assigned by the president, Assembly, or faculty adviser.

3. The Development Manager shall have the following authority, powers, and responsibilities:

a. To abide by, enforce, and support the ISU’s Chapter of the PRSSA Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

b. To maintain regular contact with other committees and aid them in needed fundraising.

c. To plan Chapter social events.

d. To act as professional practitioners of public relations.

e. To create innovative and creative ways of fundraising for the Chapter.

f. To report to the Executive board advisers about all major decisions made and fundraising results.

g. To advise the executive board advisers about matters pertinent to the Assembly, School of Communication, and student body.

h. To perform other duties as assigned by the president, Assembly, or the faculty adviser.

C. Ad Hoc Committees

1. Ad hoc committees may be created for the purposes of conducting preliminary deliberation on legislative matters or for making purposes of conducting preliminary deliberation on legislative matter or for making specific recommendations to the Assembly when the focus of the committee is not consistent with the authority, powers, or responsibilities of an internal committee.

2. Ad hoc committee chairpersons shall be afforded the same authority, powers, and responsibilities of an internal committee chairperson.

3. Ad hoc committee chairs must abide by, enforce, and support the ISU’s Chapter of the PRSSA Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

4. Ad hoc committees shall receive their charges and/or direction from one of the executive board members.

Article VI. Elections

A. Executive Board Officers

1. The President, Vice President, National Liaison, Digital Media Director, PRogressive Image Director, Secretary, and Treasurer will be selected by the current executive board and faculty adviser.

2. Only dues-paying members are eligible to apply for an executive office.

3. Candidates will go through an application and interview process to be selected on the executive board.

4. Applications will include a written application consisting of a cover letter expressing interest in an executive board position and a resume. Two letters of recommendation from dues-paying members are encouraged but not required.

5. The executive board and faculty adviser will select candidates for interview. Then, the executive board and faculty adviser will select the new executive board by a majority vote.

6. Any current executive board member applying for the same or different executive board positions for the next year cannot participate in the interview and approval process for applications.

7. In the situation where three or more executive board members apply for the same and/or different executive board positions for the next year, all such applicants will be recused from the interview and approval process, and the president shall create a special ad hoc committee of the managers of the internal committees to participate in the interview and approval process with the faculty adviser. If any committee manager is running for an executive office, the president and faculty adviser will appoint members from other PRSSA leadership positions to serve on the ad hoc committee.

8. In the event of unforeseen circumstances in the selection process for Chapter leadership positions, the faculty adviser will be charged with the responsibility for designing a process for resolving the matter.

Article VII. Operations and Procedures

A. Attendance and Participation Requirements

1. Each executive board officer shall be required to participate fully in or assist with all activities, functions, operations, and official meetings sponsored or cosponsored by the ISU Chapter of the PRSSA or at the request of the president.

2. Each committee manager and chair shall be required to participate fully in or assist with all activities, functions, operations, and official meetings sponsored or cosponsored by the ISU Chapter of the PRSSA, at the request of the President or of other executive board members.

3. Each Assembly member shall be urged to participate fully in or assist with all activities, functions, operations, and official meetings sponsored or cosponsored by the ISU Chapter of the PRSSA, at the request of the President or of other executive board members.

B. Summer Assembly

1. The Summer Assembly will consist of the executive board, which will, under the terms of this Constitution, conduct any necessary Chapter business during the summer months, including preparation and strategic planning for the upcoming academic year. Assembly members may participate or be invited to participate as needed. The faculty adviser shall be involved in the Summer Assembly at his/her or the executive board’s discretion.

C. Programs, Services, and Activities

1. This organization shall be in compliance with all federal and state statutes and regulations as well as Illinois State University policies pertaining to nondiscrimination in educational programs.

2. Access to all programs, services, and activities shall be free from discrimination on the basis of race, color, religion, sex, national origin, sexual orientation, order of protection, gender identity and expression, ancestry, age, marital status, disability, genetic information, unfavorable military discharge, or status as a veteran.

3. The organization shall provide reasonable accommodations as necessary to individuals with disabilities in order to provide equal opportunity to participate in programs, services, and activities.

Article VIII. Removal and Revocation

A. Recall

1. Any Chapter executive board officer may be recalled from office by his/her constituents. The procedure for removal through recall is as follows:

a. A petition for recall signed by 25 percent of the Assembly or the president.

b. Upon submission of the recall petition, the president or vice president shall convene a special hearing for all members of the charged member's constituency. At this hearing, the charged executive board officer shall present his/ her case to his/her constituents. The faculty adviser may be present to monitor and advise the proceedings.

c. After the special hearing has occurred, the president or vice president shall initiate a recall referendum.

d. An elected Chapter member shall be recalled from office if a majority of the charged Assembly vote in favor of recall, a quorum must be present.

e. No individual who has served less than one month shall be eligible for recall.

f. No individual may be considered for recall on the same charge in a single term.

g. If an executive officer is recalled from office, the respective executive board office shall be immediately considered vacant.

B. Impeachment

1. Any executive board officer may be removed from office by impeachment. The procedure for removal through impeachment is as follows:

a. A motion to impeach an individual for negligence or irresponsibility must be adopted by a majority of the total membership of the Assembly.

b. If a motion to impeach is adopted by a majority, then the president or the vice president shall convene a special hearing for the Assembly. At this hearing, the case against the impeached executive board officer shall be presented. The impeached individual shall have the opportunity to present a defense against the charges. The faculty adviser may, at the discretion of the executive board and/or the Assembly, lead the special hearing and all impeachment proceedings.

c. At the next Assembly meeting subsequent to the hearing, the accusing party must move to convict the impeached member. The impeached member shall have the opportunity to address the Assembly before a vote is taken. The impeached member may be convicted by a two-thirds (2/3) vote of the total membership of the Assembly.

d. No individual may be impeached more than once on the same charge.

e. No Assembly member may vote on a motion to impeach or a motion to convict in which he/she is named.

f. No motion to impeach shall be in order if the motion names more than one executive board member.

g. If an executive officer is impeached and convicted, the respective office shall be immediately considered vacant.

C. Dismissal

1. The President may dismiss any committee manager or chair from his/her position for negligence or irresponsibility in performing assigned duties. If a committee manager or chair is dismissed, his/her position shall be considered vacant. The president may dismiss other officers with the approval of the faculty adviser, but a formal explanation must be presented to the Assembly giving reason of dismissal.

Article IX. Succession and Vacancies

A. Executive Session

1. In the event that the president is unable to fulfill his/her duties due to extended illness, absence, or other emergency circumstance, the vice president shall serve as the Acting President.

2. In the event that the office of president is vacated due to resignation, removal, or disqualification from office, the vice president shall automatically become the president. The office of the vice president shall then be considered vacant.

3. In the event any other executive office other than the president is vacated, the president shall fill the vacant position by nomination and appointment as prescribed by this Constitution in Article IX.B.

4. In cases where the vice president cannot serve as the president, or when the office of president is vacated due to resignation, removal, or disqualification from office and cannot be filled by the vice president, the order of succession then shall be respectively the National Liaison, Digital Media Director, Treasurer, Secretary, and then an internal committee manager as determined by the Assembly.

B. Filling Vacancies

1. To fill any vacant executive board office, the president shall nominate and, with the advice and consent of the Assembly, in cooperation with the faculty adviser, appoint a qualified student to fill the vacancy. A student shall immediately assume the duties of his/her respective office or position after confirmation by the Assembly and receipt of the oath of office from the president in the presence of the Assembly.

Article X. Constitution, Bylaws & Amendments

A. Constitution

1. Upon effective ratification by ISU’s Chapter of the PRSSA's Assembly, this Constitution shall supersede all rules set forth in previous Constitutions. However, in cases where this Constitution conflicts with the University Constitution, the University Constitution shall prevail.

B. Bylaws

1. The ISU’s Chapter of the PRSSA’s Assembly may create Bylaws to enumerate rules and procedures in addition to those set forth in this Constitution. However, in cases where the Bylaws conflict with this Constitution, this Constitution shall prevail.

C. Amendments  
  
 1. This Constitution may be amended or revised by a majority of the voting student body of dues-paying Chapter members.

a. Any Chapter member may introduce proposed amendment(s) to the Constitution at any regular Assembly meeting. At said meeting, the proposed amendment(s) shall undergo a first reading.

b. At the next regular Assembly meeting, the proposed amendment(s) shall undergo a second reading. After the second reading, the amendment(s) may be submitted to the Assembly in the form of a preliminary referendum for ratification of a simple majority of members present.

D. The National Bylaws amendment procedures are outlined in the National Bylaws document.

Ratified: April 2018  
Proposed Revisions: April 16, 2018

2017–2018 PRSSA Strategic Plan

2017–2018 PRSSA Strategic Plan

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# Prepared by:

2017-2018 executive board

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**Executive Summary**

The Illinois State University Chapter of the Public Relations Student Society of America is a student-run organization dedicated to cultivating favorable and mutually advantageous relationships between students and professional public relations practitioners. ISU PRSSA will benefit from this plan by improving its recognition on the Illinois State University campus, within the School of Communication, and throughout the community, increase financial stability, and increase member involvement.

ISU PRSSA’s new strategic plan provides everyone with a clear roadmap for the organization to follow during the academic year 2017-2018. The included information focuses on specifically defined objectives ISU PRSSA should seek to accomplish and measure. This plan’s content focuses on:

● Increasing membership among ISU students

● Increasing member retention, recruitment, and engagement

● Increasing funds through fundraisers and alumni support

● Strengthening and maintaining relationships between PRogressive Image and clients

● Strengthening ISU PRSSA’s community involvement

Members and future executive boards will refer to this plan to make the overall objectives a reality. The organization’s strategic plan would also be the starting point each year for annual updates/revision.

**1.0 Organization Background**

This section covers necessary information about what ISU PRSSA is, why it exists, how long it has been in operation, where it operates, and its organizational structure.

**1.1 Business Definition**

ISU PRSSA is a part of the national organization, the PRSSA. The PRSSA is devoted to cultivating favorable and mutually advantageous relationships between students and professional public relations practitioners. The PRSSA is the student-focused branch of the Public Relations Society of America.  
  
ISU PRSSA seeks to provide members with professional development opportunities through hands-on public relations experience, networking opportunities, agency tours, speakers, and national and regional conferences. Past conferences included traveling to places such as Philadelphia, Orlando, Fla., Detroit, Boston, and San Diego. This year we attended national conference in Austin, Texas.

**1.2 Vision**

To position ourselves as an elite pre-professional public relations organization on campus among ISU’s students, faculty, and alumni.

**1.3 Mission**

To serve our members by enhancing their knowledge of public relations and providing access to professional development opportunities, allowing them to grow as public relations practitioners.

**1.4 Value Proposition**

We serve the members of ISU PRSSA by enhancing their knowledge of public relations, providing access to professional development opportunities, and allowing them to grow as public relations practitioners. The following is the value proposition (and key message platform) that will guide all work and, especially, communications from ISU PRSSA:

*Thesis*: ISU PRSSA is the premier on-campus organization for students preparing for a career in public relations.

*Proof Points*:

● The Chapter offers numerous opportunities to gain practical, strategic, and leadership experiences in communication.   
 ● Networking provides students and professionals with opportunities for productive business relationships.   
 ● ISU PRSSA members are civically engaged on and off campus, providing service to the community.   
 ● ISU PRSSA members are ambassadors for Illinois State’s public relations program at local and national levels.

**1.5 Organization Structure**

The organizational structure consists of seven positions within the executive board. The Chapter is then broken up into two committees advised by two members of the executive board and a manager. The two committees fulfill different aspects of the organizations, development and relations. The student-run firm is overseen by the PRi director as well as the president.

**1.5.1 Executive Board**

The executive board is responsible for the individual duties of his/her position and to work together to provide strategic management of the Chapter. See the Chapter Constitution for details on each position.

**1.5.2 PRi**

The Chapter’s student­-run public relations firm works with real­-world clients in the Bloomington-Normal, Ill., community and surrounding areas. Members develop comprehensive communication plans for clients, resulting in important experiences that can help launch one’s career. See the PRi Contract (Appendix A) for details on each position. Reports to the PRi director and president.

**1.5.3 Development**  
  
The development committee plans social events and fundraisers to raise money for the Chapter. See the Chapter Constitution for descriptions of each position.

**1.5.4 Relations**

The relations committee produces both internal and external publications and communications. It produces a monthly newsletter, as well as weekly blog posts. See the Chapter Constitution for description of each position.

**1.5.5 Alumni Chair**

The alumni chair connects with ISU PRSSA alumni and obtains information about where they are currently employed. He/she helps the digital media director connect with them on LinkedIn and other social media. The alumni chair develops mutually beneficial relationships with ISU PRSSA alumni. The alumni chair introduces ISU PRSSA alumni to the relations committee to encourage guest blogging on PRecisely PR. He/she implements an alumni-giving campaign using the ISU Foundation.

**1.5.6 Graphic Designer(s)**

The graphic designer(s) is/are involved in the process of creating visually engaging content. Examples of content include graphics promoting upcoming events to be shared on social media, flyers, posters, infographics, and Chapter meeting PowerPoint presentations. The graphic designer(s) employ(s) his/her expertise to make the Chapter’s visual content look professional and aesthetically pleasing.

**1.6 History & Culture**

According to ISU PRSSA’s Fact Sheet (Appendix B), the Chapter was founded on Feb. 9, 1979. ISU PRSSA is one of more than 300 Chapters across the country, with a total membership of more than 11,000 students (Public Relations Student Society of America, 2009). As of spring 2018, the Chapter had 60 dues-paying members in multiple majors, and has won several prestigious awards, including:

* + Star Chapter Award (2009, 2011, 2012, 2013, 2014, 2015, 2016, 2017)
  + 3rd Place National Organ Donor Awareness Campaign (NODAC) Award (2015)
  + 1st and 2nd Place in National Ethics Advocacy Award Competition (2005 & 2007 respectively)
  + Dr. F.H. Teahan Chapter Award for Community Service (2007)
  + Bateman Competition Honorable Mention (2012)
  + Bateman Competition Award, 5th Place (2006)
  + ISU Civic Engagement Award for the Bateman campaign for the 2010 U.S. Census (2010)
  + 2006 FUNdraising Bowl winner (2006, 2011)
  + WGLT Good to Go Commuter Challenge winner (2001, 2012)
  + Registered Student Organization Faculty Adviser of the Year (2012)
  + VP of ISU PRSSA won the National President’s Citation (2009)
  + PRSSA National Conference Chapter Development Session presenters (2012)

2.0. Situation Analysis

This section explains what needs to be changed within ISU PRSSA. Financial constraints, member retention, and Chapter reputation are the areas that need improvement. A thorough description of each will explain what ISU PRSSA faces and the internal and external factors that affect it.

2.1 Definition and Scope of Situation

ISU PRSSA is a strictly student-operated organization that relies heavily on the participation of its members. Members are required to pay yearly dues and are encouraged to help fundraise for the Chapter. This revenue goes toward supporting opportunities for members. ISU PRSSA provides members with industry tours, socials, workshops, and networking opportunities. Despite the many benefits members gain from ISU PRSSA, there were some issues in the past, including:

* + Member retention, recruitment, and involvement
  + Limited university funding
  + Ill-planned fundraisers
  + Low recognition on campus

Implementing strategies to solve these issues will decrease financial burden upon ISU PRSSA and encourage members to become engaged. ISU PRSSA suffered a major financial downfall in 2009-2010. After hosting a regional event in 2010, the Chapter lost approximately $2,000, threatening ISU PRSSA’s existence. From 2009 to 2010, member attendance and involvement decreased to 25 percent of total members. As of spring 2018, we had 60 dues paying members. The Chapter’s financial future and member participation is improving. However, we would like to increase member involvement and attendance by having more support from the SoC, other majors, and the university.

**2.2 Stakeholders Affected**  
   
ISU PRSSA serves ISU students, faculty, staff, and alumni. From that group, those affected most are public relations majors in the SoC and the members of the Chapter. ISU PRSSA’s national recognition supports and represents the public relations program in the SoC at ISU as well as the reputation of the university as a whole, including other registered student organizations and majors. ISU PRSSA serves its members by providing them with networking and professional development opportunities.

**2.3 Competition**

Currently there are organizations inside and outside of the SoC with which ISU PRSSA competes. In the SoC, there is the Association for Women in Communications, Communication Opportunities for Majors and Minors, and the Lambda Pi Eta Honor Society. Each provides members with networking opportunities, event planning, and fundraising experience. Outside of the SoC, the American Marketing Association is the greatest competitor. Outside the university, other Central Illinois PRSSA Chapters compete with ISU PRSSA for opportunities.

**2.4 SWOT Analysis**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Aspects | Implications | Possible Actions |
| Strengths | Involve and engage members with pre-professional experience and opportunities  Offer services to community through PRi and volunteerism  Award winning, nationally and regionally recognized Chapter  35 plus years in existence  Return on investment for members. | Allows ISU PRSSA members to apply coursework and gain valuable knowledge about the industry  Strengthens our community ties and increases visibility  Increases national reputation for ISU and our public relations program  Years of knowledge and experience. Large number of alumni  Members receive valuable benefits from paying dues. | Continue to provide successful and new experiences and opportunities to our members through Chapter projects  Continue our outreach within the Bloomington- Normal area, increasing awareness of our organization  Write for PRSSA National outlets, including Forum and online publications. Members run for national office  Apply knowledge and experience to future ISU PRSSA initiatives. Utilize alumni for networking opportunities and professional connections  Emphasize return on investment when recruiting new members. |
| Weaknesses | Member recruitment and retention.  Limited funding from outside sources  Low recognition on campus | Loss of potential funds and lower membership involvement  Creates a stronger dependency on fundraising and dues  Limits our recruitment and attendance to ISU PRSSA events. | Attracting, retaining, and engaging more members by providing additional pre-profession al experiences.  Increase member engagement on social media. Increase likes/followers on social media  Strengthen ISU PRSSA’s relationship with the university’s RSO Program Fund. Implement an alumni-giving campaign using the ISU Foundation  Partnering with other organizations in the SoC and on campus. Also, increasing campus involvement |
| Opportunities | Offer our services to different RSOs, local businesses, nonprofit, and civic organizations  Utilize PRSSA National resources and opportunities  Strengthen relationship with Central Illinois PRSA Chapter and alumni  Recruit from other majors  Utilize faculty and faculty networks | Creates a diverse environment to foster innovative objectives  Helps align the Chapter’s goals and values at the national level  Creates strong connections with professionals within the industry  Increase diversity and inclusion within the Chapter and university  Lead to utilizing classroom skills within ISU PRSSA and becoming familiar with faculty within the SoC | Create partnerships with organizations on-campus and off by pitching our services to them  Implement strategies and goals in the Chapter that are listed on the PRSSA National website  Reach out to both audiences by sending bi-monthly communications, such as the newsletter. Also, by visiting their organizations  Present recruitment materials, such as PowerPoint slides and flyers, to classes outside of the SoC  Continue inviting faculty to ISU PRSSA events and meetings |
| Threats | Cost of dues  Other communication -based RSOs that offer similar opportunities | The substantial amount could deter students from joining  The attractiveness of other RSOs may be more appealing | Execute more lucrative fundraisers to decrease the cost of dues  Make ISU PRSSA more welcoming and distinct |

**3.0 Plan**

In order to be the premier on-campus organization for students preparing for a career in public relations, ISU PRSSA must increase and retain members and clients, raise funds for the Chapter, and strengthen community impact.

**3.1 Objectives, Strategies and Tactics**

|  |  |  |
| --- | --- | --- |
| Objectives | Strategies | Tactics |
| 1. To increase membership among ISU students from 60 to 70 members by December 2018. | Promote ISU PRSSA university- wide. | -Speak to large lecture halls, university-wide, specifically targeting majors with the closest relation to public relations about ISU PRSSA.  -Promote ISU PRSSA via social media and encourage members to do the same.  -Place promotional inserts in public relations and marketing textbooks.  -Actively promote ISU PRSSA at Festival ISU |
| 2 . Retain 45 members at each meeting by the end of the 2018-2019 school year. | -Provide new, beneficial opportunities and experiences for our members.  -Develop a strong sense of inclusion and value among the members. | -Provide new speakers, agencies, corporations, networking events, workshops, socials, and writing opportunities.  -Utilize PowerPoints to recognize members after he/she excels in a particular area or project  -Take pictures of members with accomplishments and share on social media with caption, “Congratulations to (name) for doing (this)!”  -Strengthen the mentor-mentee program by hosting more socials specifically for them.  -Encourage mentors to plan to meet one-on-one with mentees on a regular basis  -­Implement “#RedbirdPR Stories” social media campaign. Digital media director will take pictures of members and caption with an anecdote. This effort communicates that ISU PRSSA values its members and their stories. It is also a concrete way to demonstrate how public relations is a storytelling industry.  -Measure member satisfaction with surveys and adjust to feedback accordingly. |
| 3. Raise $4,000 for PRSSA by Dec 1, 2018. | -Effectively plan fundraisers for success.  -Effectively ensure strong communication among the adviser, executive board, development manager and committee chairs.  -Implement an alumni-giving campaign | -Develop strategic plan for each fundraiser.  -Have weekly meetings with mandatory progress reports.  -Send email allowing alumni to join our mailing list.  -Work with ISU Foundation to mail donation letters directing alumni to donate on the website.  -Promote via social media  -Hold a phone bank using current members to call alumni. |
| 4. Continue to work.with three PRi clients in the Bloomington-Normal, Ill., community and surrounding areas. | -Ensure client satisfaction.  -Provide clients with quality products. | -Account executive and client must have weekly meetings discussing progress and tasks at hand. This information must be relayed to the PRi director, then to the president and faculty adviser.  -Measure client satisfaction with survey and adjust accordingly to feedback.  -Implement a quality control process for all work for clients. All work must be reviewed and commented by appropriate parties. |
| 5. Continue philanthropic efforts within the community once each semester. | Offer members more appealing volunteer opportunities. | -Reach out to nonprofit organizations in the community that are looking for public relations interns or volunteers along with other ISU programs to increase networking on campus. |

**3.2 Critical Success Factors**

This section shows four factors that could affect ISU PRSSA positively and negatively when trying to meet its objectives.

● Opportunities—occasions where ISU PRSSA can capitalize on the situation to obtain members and build its image: *community involvement, campus recognition*.

● Barriers—include, but are not limited to, situational and attitudinal opposition to the reputation of the organization: *economic impact on students, negative connotation of ISU PRSSA*.

● Environment (internal and external)—business matters fuel issues in ISU PRSSA operations: *university support/dissent, SoC support/dissent, PRSSA National support/ dissent, members support/dissent.*

● Resources—member involvement required to fulfill business objectives and funding: *lack of university support, member retention, member participation*.

**3.3 Key Performance Indicators**

KPIs are the periodic measurements ISU PRSSA must make along the way to ensure the plan is on track. KPIs should be checked weekly between the following parties:

* + - * Members and executive board
      * Executive board and president
      * President and faculty adviser
      * Treasurer and faculty adviser
      * PRi director and account executives
      * PRi account executives and clients
      * Executive board committee advisers and committee leaders
      * We collect data and feedback about satisfaction of members and clients.

**3.4 Budget & Resource Allocations**

In order to implement the 2018-2019 strategic plan, ISU PRSSA will need the proper budget and resource allocations. This need includes monies deriving from alumni donations, university support, fundraisers, and member dues. Member dedication is needed to secure monetary and non-monetary goals.

**3.5 Timeline (beginning with the proposal’s acceptance/approval)**

The 2018-2019 strategic plan uses benchmarks modeled after the 2017-2018 school year. This strategic plan should be implemented during the 2018-2019 academic year.

1. To increase membership among ISU students from 60 to 70 members by December 2018.

Start: August 2018

End: December 2018

2 . Retain 45 members at each meeting by the end of the 2018-2019 school year.

Start: August 2018

End: May 2019

3. Raise $4,000 for . PRSSA by Dec 1, 2018.

Start: August 2018

End: December 2018

4. Continue to work.with three PRi clients in the Bloomington-Normal, Ill., community and surrounding areas.

Start: August 2018

End: May 2019

5. Continue philanthropic efforts within the community two times each semester.

Start: August 2018

End: May 2019

**3.6 Evaluation Method & Anticipated Results**

ISU PRSSA’s success has been determined by a combination of factors: financial loss or gains, client satisfaction and retention, member satisfaction and retention, and evaluation of school year’s success and failures by executive board. The overall success of the strategic plan will be measured in the following ways: client and member satisfaction surveys, goal attainment, and overall comparison to 2017-2018 benchmarks.

**Appendix A**

PRi Fact Sheet

Mission:

PRogressive Image (PRi) is a student-run public relations firm deriving from the Illinois State University Public Relations Student Society of America (PRSSA) chapter. We strive to provide students with valuable, pre-professional experience working with real world clients in Bloomington-Normal and the surrounding areas.

Goals:

* Establish a positive relationship with clients and the community though professional, ethical public relations practices.
* Help members grow as public relations practitioners, expand their social networks and gain knowledge of the industry.

Our Services:

* Develop comprehensive communication plans
* Media Relations
  + Press kits
    - Backgrounders with historical information on the client
    - Fact sheets
    - Biographies of clients’ leadership
    - Press releases
    - Photos
* Promotion
  + Flyers
  + Advertisements
  + Brochures
  + Website copy
  + Social media copy and upkeep (i.e. Facebook, twitter, etc.)
* Event planning, promotion and execution

Past clients include:

* Habitat for Humanity
* McLean County Safe Kids Coalition
* ISU Hockey Club
* Make a Wish Foundation
* The Brotherhood Tree Project and more.

PRi does not charge clients for its services. All associated production costs are funded by PRSSA. However, compensation for printing costs is greatly appreciated.

Expectations for Leadership Positions:

As a leader within PRi, you represent not only the firm, but also ISU PRSSA and ISU. It is for this reason that leaders are expected to:

* + - * be well-organized,
      * possess strong written and verbal communication skills,
      * be punctual with deadlines,
      * be in constant communication with supervisors

Responsibilities for Account Executives:

* + - * Agendas:

To open lines of communication and keep on track with deadlines

AEs are required to create an agenda for EVERY PRi meeting

Copies of the agenda must be distributed to the firm director and committee members working on the account.

NOTE: To cut down on personal printing costs, it is best to send the agenda by email a day in advance and require that everyone print their own.

To insure all clients’ needs are met in a professional and timely manner, PRi has a quality-control (QC) process for all work done for all clients. All work must be reviewed and commented on by the following parties to insure they are written and/or designed correctly.

Quality-control Process:

Creator/Account Executive/PRi Director/President/Faculty Adviser/Client.

PRi Account Executive Contract:

Account executives must perform well in every step of the process and meet strict deadlines to ensure quick turn around time for any client. All work for clients must be reviewed and sent to the firm director within two days of being received. Please consult with the firm director on any deadline issues or questions about the process. Note that if product quality is determined to be too low to show the client, the process will loop back to earlier steps until the product is right. In this way it is absolutely essential that the very best work be done first rather than later during the QC process. Such an approach would save time for everyone, especially the client, and enhance PRi’s image and reputation. An AE’s performance on client work, in the QC process and among PRi personnel will be monitored.

In addition, the PRi director must be copied on all email communications to insure he/she is kept in the loop on campaigns, projects, client’s concerns, etc.

I have read the above Rules and Regulations and agree to them. I understand that if, upon review of my performance in this role, I do not uphold my duties, I may be subject to disciplinary action and, if necessary, removed from my position.

Print Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PRi Client Contract (Example):

*When drafting contracts, be sure to get approval from ISU Legal Services*

Parties:

* + - * PRogressive Image, hereafter referred to as PRi, is a student-run public relations firm   
         consisting of members of ISU PRSSA whose goal is to provide public relations practice   
         to groups and organization at Illinois State University.
      * Unlimited Dance Team, hereafter referred to as Team, is a RSO that is composed of ISU   
         students and provides a dance outlet to showcase talents.

Scope of Work:

* + - * PRi agrees to assist Team with its Facebook, Twitter, and team page accounts.

In doing so, members of PRi will create pictures, flyers, brochures, and update posts based on information received from Team.

The final decision will be left to the Team’s Executive Board.

* + - * PRi agrees to assist Team with its event planning for fundraisers and/or promotional events.

The number and types of events will be decided on as the semester progresses by Team.

PRi’s specific work includes designing, writing and producing flyers, press releases, and managing Facebook, Twitter, and team page accounts.

If appropriate, PRi can propose fundraisers, but PRi cannot be held responsible for the execution of such events due to a conflict of interest with PRi's own fundraisers. Team is responsible for finding volunteers for fundraisers and events. (e.g., sitting at a table on the Quad)

The final decision regarding events and fundraisers will be left to the Team’s Executive Board and members.

* + - * PRi agrees to assist Team in seeking community events in which the team may participate to showcase its talent.

The works includes researching potential events, proposing the event to Team and if approved, communications with the event contact person.

The final decision about participation in community events will be left to the Team’s Executive Board and members.

* + - * PRi agrees to assist Team in seeking sponsors

This work includes researching potential sponsors and creating a pitch letter to send to potential sponsor.

The final decisions granting sponsorships will be left to the Team’s Executive Board and members.

Compensation:  
 PRi does not charge clients for services. However, PRi will provide an initial estimate of and bill clients for the actual expenses for material, third-party services, and other necessary resources (e.g., paper, printing, mailing, website hosting) required and approved for the execution of any communication activity pertaining to this agreement.

Client will provide PRi with:

* A representative responsible for effectively communicating and working with the PRi account executive assigned to the Unlimited Dance Team account
* Appropriate information or documentation to develop communication plans and communication material
* Any necessary funds to complete communication actions  
  *I have read the terms of this contract and agree with them. I understand that the PRi Firm takes no financial responsibility for anything produced while providing the services listed above. I understand if I fail to meet the goals outlined above then PRi reserves the right to end this agreement by submitting written notification to that effect. The client may end this agreement if PRi fails to meet the goals stated above by submitting written notification to that effect. This contract is valid only during the 2018-2019 Illinois State University academic year.*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Client’s Name (printed)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
PRogressive Image Director  
Public Relations Student Society of America Illinois State University

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date

Appendix B

Fact Sheet

* What PRSSA Is
  + A national pre-professional organization of the PRSA, headquartered in New York City.
  + More than 300 chapters in the U.S. plus chapters in Argentina, Colombia, and Peru.
  + Mission:
    - To serve our members by enhancing their knowledge of public relations and providing access to professional development opportunities;
    - To serve the public relations profession by helping to develop highly qualified, well-prepared professionals.
* What Our Chapter Does
  + ISU Chapter established in 1979
  + Guest speakers from the profession
  + National and regional conferences
  + National PR competitions
  + PRSA Central Illinois quarterly meetings/dinners
  + Professional workshops
  + Tours to PR agencies, corporations & nonprofits
* Who Its Members Are
  + We typically have 60 to 80 active, dues-paying members annually.
  + Any ISU student with an interest in PR can join our organization. Students do not have to be a PR major.
* How Our Chapter’s Business is Structured
  + Meetings: Tuesdays at 8 p.m. in Schroeder 138
  + Website: http://www.isuprssa.com
  + We provide members hands-on experience through our three committees:
    - *Development*: Event planning/fundraising for the chapter
    - *Relations*: Alumni relations campaign, internal, and external newsletters and web content
    - *PRogressive Image*: Our student-run public relations firm.
    - *Bateman Competition*: Team of four to five students design, implement, and evaluate a campaign that responds to a national challenge for all chapters that wish to compete.
* How We Contribute to ISU and Community
  + *We help the campus community* by providing PR services to RSOs, teaching ethics to other RSOs, and volunteering and co-sponsoring university events.
  + *We help the Bloomington-Normal community* through volunteering for several nonprofit events each academic year.
  + *We are open to students in any major*, coaching them about the PR industry and giving them professional experience that helps them land internships and jobs.
  + *Our members become great alumni*. They come back to Illinois State University as speakers for Communication Week, Business Week, and PRSSA meetings. They also host business tours of their PR corporations and agencies.
* What Most-recent Awards We Have Earned Are
  + Star Chapter Award (2009, 2011, 2012, 2013, 2014, 2015, 2016, 2017)
  + 3rd Place National Organ Donor Awareness Campaign (NODAC) Award (2015)
  + 1st and 2nd Place in National Ethics Advocacy Award Competition (2005 & 2007 respectively)
  + Dr. F.H. Teahan Chapter Award for Community Service (2007)
  + Bateman Competition Honorable Mention (2012)
  + Bateman Competition Award, 5th Place (2006)
  + ISU Civic Engagement Award for the Bateman campaign for the 2010 U.S. Census (2010)
  + 2006 FUNdraising Bowl winner (2006, 2011)
  + WGLT Good to Go Commuter Challenge winner (2001, 2012)
  + Registered Student Organization Faculty Adviser of the Year (2012)
  + VP of ISU PRSSA won the National President’s Citation (2009)
  + PRSSA National Conference Chapter Development Session presenters (2012)
* Who Your Main Contacts Are
  + President (2017-2018): Victoria Jackson (prssa@ilstu.edu)
  + Faculty Adviser: Dr. Pete Smudde, APR (psmudde@ilstu.edu)

**Appendix**

2

017–2018 Chapter Accomplishments

PRSSA - ILLINOIS STATE UNIVERSITY CHAPTER ACCOMPLISHMENTS

The Illinois State University Chapter of the PRSSA was established on Feb. 5, 1979.

For the 2017-2018 academic year, ISU PRSSA had 60 active members from various majors. ISU PRSSA provides members with opportunities to develop and learn about the public relations industry, network with students and professionals, and execute public relations campaigns, programs, and events.

This year, we have improved some key aspects within our Chapter and with our relationship with other PRSA and PRSSA Chapters around our area. Some improvements include:

* + - * Toured 8 public relations organizations
      * Sent 7 members to PRSSA National Conference in Boston, Massachusetts
      * Updated the Chapter handbook and 2018-2019 strategic plan
      * Updated the Chapter blog
      * Published 2 Chapter newsletters
      * Raised more than $7,000 (need to add Gamma Phi concessions) for the Chapter throughout the year
      * Hosted the Chicago Blackhawks ISU alumni panel with more than 80 guests in attendance

**Appendix E**

Executive Board Positions

**President:**

1. Credentials:

a. Dues-paying PRSSA member

b. Previous ISU PRSSA leadership experience required

c. Strong networking skills

d. Strong knowledge of AP Style

e. Previous editing experience

f. Time management skills

g. Previous internships in the PR field (at least one)

h. Previous management experience

i. Strong written and verbal communication skills

j. Proven ethical decision-making abilities

k. Available to go to all PRSSA events, including National Conference

l. Excellent at handling conflict

2. The President shall have the following authority, powers, and responsibilities:

a. To abide by, enforce, and support the Chapter’s Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

b. To exercise overriding executive authority within his/her administration, as well as delegate assignments to other officers and internal committee chairs as necessary.

c. To supervise the operations of the Chapter’s executive officers and internal committees

d. To serve as the chief student official and spokesperson for the Chapter.

e. To faithfully execute the policies and legislation at the Chapter and National level.

f. To serve as a member of all internal committees.

g. To regularly meet with and accept reports from all Chapter officials.

h. To nominate and, with the advice and consent of the Assembly, appoint students to vacant positions, as provided for in this Constitution or the Bylaws.

i. To plan National Conference participation and all other traveling functions open to the Assembly as a whole.

j. To veto legislation deemed not in the best interests of the Chapter.

k. To advise the Chapter’s Faculty Adviser on issues affecting students.

l. To perform other duties as assigned by the Assembly or faculty adviser.

3. Job duties

a. Strategic management of the executive board and the Chapter

b. Set goals for the chapter and for each individual position (review them during mid- semester evaluations)

1. Keep track of goal accomplishments throughout the year

c. Revise the executive board contract (hold executive board members accountable for what is in the contract and if needed, give strikes and put executive board members on probation).

d. Conduct executive board evaluations once a semester.

1. Have members create a personal improvement plan after the first evaluation.

2. Monitor improvement throughout the year.

e. Be able to step in to any executive board member role in case of an emergency.

f. Register the Chapter as a RSO through the Student Involvement Center website and provide the updated executive board information.

g. Apply for all ISU Student Involvement Center awards (as you see fit).

h. Create surveys in conjunction with the Chapter secretary (first meeting, first meeting of spring semester reflecting on fall semester, and end of year survey).

i. Lead all Chapter meetings

j. Act as a personal mentor to all Chapter and executive board members, including giving advice on internships, resumes, and professionalism.

k. Ensure all Chapter goals are accomplished and keep record of the goal accomplishments throughout the year.

l. Act as the official spokesperson for all Chapter matters.

m. The Chapter president is always the executive board adviser for the Progressive Image (PRi) committee.

n. Collect copies of everything the Chapter does either in electronic or hard copy.

1. Have an electronic copy of all awards and funding applications on the flash drive and on your personal computer.

2. Ensure you have copies of EVERYTHING that the Chapter submits to PRSSA National, Dean of Students, SGA and professional companies (grants, etc.).

3. It is the digital media director’s responsibility to keep track of Chapter accomplishments and news placements; however, it’s your responsibility to keep electronic copies of all Chapter documents (handbook, fact sheet, strategic plan, etc.).

o. Give final approvals on all matters of the Chapter.

1. Approve all budgets for the Chapter and committees, and have the treasurer give the executive board a weekly financial update during the e-board meetings and a monthly financial update to the Chapter if you find it necessary.

2. Edit all PowerPoints for Chapter meetings. Determine when you’d like the PowerPoint draft sent to you. Check the PowerPoint to make sure it is not missing anything and there are no grammatical or spelling errors. Send the revised version to the secretary, who will then send to the rest of the executive board members.

3. Edit all Chapter publications, including any flyers, press releases, newsletters, information sheets, press kits, etc. If the publication has the ISU PRSSA name on it, you must approve it before it can be sent out. Once sent to you, all publications should be edited within 24 hours to ensure timely release of the publications. Once you approve it, you will send it to the faculty adviser for final comments and changes.

a. Approval process

1. Committee member -> Committee chair/head -> Manager/ director ->E-board adviser -> President -> Faculty adviser

4. Give final approval on all executive board ideas. For example, workshop ideas, speakers, conference fundraisers, etc. All initiatives and ideas must be approved through you and faculty adviser first before implementation.

p.Update Chapter information and documents frequently.  
 1. Update all documents including the Chapter fact sheet, strategic plan, and summary throughout the year.

2. The faculty adviser will receive mail for the Chapter once a month; make sure you receive the mail from the faculty adviser. Give the information from the bank to the treasurer, and distribute information from PRSSA National to the appropriate executive board members.

3. Work with the digital media director to update the website with current executive board pictures and bios over the summer.

4. Work with the digital media director to update the website with client information, banner pictures, and past/upcoming events over the summer.

5. Send the new executive board information to PRSSA National over the summer (will send the faculty adviser a form to fill out).

6. Host a goals/planning meeting with the executive board in May and another meeting at the end of the summer two weeks before the first meeting.

7. The first meeting should be about everyone’s ideas and goals for both the Chapter and their position.

8. The second meeting should be to finalize plans for the fall semester.   
q. Use the PRSSA National website and National committee as resources for any Chapter activities, and be familiar with Chapter and National documents.   
 1. When planning for the Chapter, use the PRSSA National resources such as the Fundraising playbook, handbook, etc.   
 2. If any questions arise dealing with PRSSA National activities, email the   
 appropriate National contact (their information is listed on the website).   
 3. Know both the PRSSA National bylaws and handbook extremely well and ensure all executive board members are familiar with them.   
 4. Read through and be extremely familiar with the ISU PRSSA Chapter handbook.

5. If issues arise in the Chapter, consult the PRSSA National handbook for all the rules.   
 6. Ensure all communication adheres to the PRSSA style guidelines.   
 7. You will be put on an email list for the Student Involvement Center. Read the weekly update from them that comes to your inbox on Friday and pass any relevant opportunities on to the faculty adviser, executive board, and Chapter (e.g., they have awards that you need to apply for).

4. Timeline

a. Late April/early May

1. Attend the combined executive board meeting.

2. Schedule a time to meet with the current president to hand over Chapter flash drive and talk about goals for next year.

3. Ensure that the secretary has reserved both the Chapter meeting room and the executive board meeting room for the fall semester.

4. Attend and run the interview process for the Relations and Development manager positions.   
 a. SCH 138 and Fell 112 work well.

5. Work with past president and digital media director to change the administrators on all social media accounts.

6. Plan a goals/planning meeting for the new executive board (usually lasts about four hours so plan accordingly).

a. Change the Gmail password and share it only with the new executive board.

b. Assign executive board advisers to each committee.

c. Register as a RSO with the Student Involvement Center.   
 d. Transition checking account into president and treasurer’s names.   
 e. Send updated executive board information to PRSSA National.   
 f. Attend the PRSSA National Leadership Rally

1. If you attend, make sure to book your flight well in advance to save money on airfare.

a. The Chapter will pay for the flight.   
 b. PRSSA National pays for the hotel.

b. Summer

1. Send email to the professional adviser introducing yourself as the new president.   
 2. Communicate with the executive board to discuss conference fundraisers. 3. Keep in constant communication with the faculty adviser via email.   
 4. Work with digital media director to update the executive board section of the website including pictures.   
 5. Work with the digital media director to update the PRi client information, banner pictures, and past/upcoming events page on the website.   
 6. Conduct a meeting at the end of the summer to finalize plans for the fall semester (should take place two weeks before the first meeting). 7. Conduct a meeting with the Relations and Development manager to plan for the upcoming school year.

8. Communicate with vice president about agency tours and guest speaker confirmations.

9. Communicate with PRi Director about finalizing clients.

10. Communicate with Director of Community Engagement to confirm philanthropic efforts, recruitment strategies, and plans for high school engagement for the fall.

11. Remind secretary to reserve Chapter meeting and e-board meeting rooms.

c. August   
 1. Help Director of Community Engagement with recruitment initiatives. Help create recruitment presentation and approve it.

2. Update Chapter documents.   
 3. Work with the secretary to create the beginning of the year survey, and give it to all people who attend the second meeting.   
 4. Schedule the first Chapter meeting the second week of school.   
 5. Work with the secretary to create a promotional flyer/video.   
 a. Promote both on social media.

d. September

1. Check with secretary to ensure all meeting rooms are reserved.   
 2. Edit publications and provide any support needed to the executive board. 3. Host a social to welcome new members and kick off the semester.   
 4. Create and send out a survey to executive board members to learn their thoughts, feedback, and opinions, especially on how the summer planning went, how well they think they were prepared for their roles, if they understand their roles, if they are feeling overwhelmed, etc.

5. Order Chapter T-shirts so the order arrives before National Conference.   
 e. October   
 1. Edit publications and provide support as needed.   
 2. Execute the National Conference fundraiser(s).   
 3. Attend National Conference.   
 4. Hold executive board member evaluations.   
 f. November

1. Edit publications and provide support as needed.  
 2. Create and send out a survey to executive board members to learn their thoughts, feedback, and opinions, especially on how they feel National Conference went.

g. December

1. Edit publications and provide support as needed.   
 2. Email each executive board member with tasks for over winter break. 3. Stay in constant communication to tentatively finalize spring plans.

4. Conduct spring planning meeting (two hours) to finalize plans for spring semester.

h. January

1. Edit publications and provide support as needed.   
 2. Help Director of Community Engagement with spring recruitment.   
 3. Work with secretary to create a promotional flyer for the first meeting. 4. Share fall accomplishments with members at a Chapter meeting. 5. Update Chapter documents and update progress on goals.   
 6. Set a date for an executive board shadow for interested members.   
 7. Order Chapter apparel if the board is interested.

i. February

1. Edit publications and provide support as needed.   
 2. Start talking about executive board and manager applications, and plan when the applications are due and when the interviews will be (plan this at least a month in advance so everyone on e-board has it on their calendar).   
 3. Create and send out a survey to executive board members to learn their thoughts, feedback, and opinions, etc.   
 4. Host a social to welcome new members and kick off the semester.   
 5. Hold executive board member evaluations.

j. March

1. Edit publications and provide support as needed.

k. April   
 1. End deadline for executive board and manager applications.   
 a. The new executive board and the current president will interview managers.  
 2. Hold interviews and select the new executive board and committee managers.   
 3. Update the Chapter handbook and any final publications.   
 4. Have the executive board update their flash drives (make transition documents).

5. Create a list of Chapter accomplishments to share with the new executive board and Chapter.   
 6. Host an end of the year social.   
 7. Work with the secretary to create an end of the year survey to distribute at the second to last meeting.   
 8. Share the accomplishments and survey results at the last meeting/senior   
 sendoff/member party.   
 9. Create and send out a survey to executive board members to learn their thoughts, feedback, and opinions about their experience on the executive board.   
 10. Apply for the PRSSA National awards. These awards are time consuming, so do not wait until the last minute. Be sure to use as much supplementary material as possible to increase likelihood of receiving an award.   
 a. Delegate tasks to e-board members as well.

5. Recommendations

a. Strategic management of the executive board committee as well as the Chapter.  
 1. Do not be afraid to give out strikes if the executive board members break the rules. of the contract.

2. Uphold the contract and be strict with the rules, including executive board members sending you an email excuse sheet if they have to miss events. If you do not uphold the rules, the executive board members will walk all over you and not take you seriously.

3. If an executive board member is underperforming, first try to informally meet with him/her and discuss what the issue may be. There is always a possibility that the issue is more on a personal level. Try to keep an open mind and be as understanding as possible. Work together to figure out a solution to the problem and serve as a support system for your teammate.

4. Put an executive board member on probation if they receive one strike. Consult with the faculty adviser before giving out strikes or putting someone on probation. If you put someone on probation, set a probationary period of 30-60 days. Have a probation meeting to discuss the terms of the probation and consequences if probation rules are not upheld (dismissal; see the Chapter’s Constitution). When the period is over, schedule a meeting to discuss the person’s positive and negative attributes as a leader, their improvements over the past two months, and what they still need to work on. During this meeting, you and the faculty adviser should decide whether or not to extend probation, dismiss the person from the e-board, or take the person off probation.

5. Keep copies of all the agendas both on your personal computer and the president’s flash drive (Google Drive). Also keep copies of the executive board meeting minutes so you can reference them at any time. The secretary will take these during the executive board meetings and send them out immediately following the meeting after the president approves.   
 6. While final decision-making lies with you and the faculty adviser, do your best to incorporate the entire executive board on all major and minor decisions. Always practice inclusiveness and be open to suggestions. The executive board will appreciate being included and this will foster brainstorming as well as a healthier working environment.   
 7. Always remember that everything the executive board plans should benefit the members. This applies to committees as well. Advisers should do only that — advise. The point of committee work is so that the member has portfolio pieces and interview stories. Encourage each member/leader to always give their best and give them suggestions, but do not control everything as it will only frustrate the members and make them less likely to volunteer ideas.   
 8. Create a document with a bulleted list of Chapter accomplishments and update it periodically throughout the year. These are just goal accomplishments. The digital media director will record the other accomplishments.   
 9. Be in constant communication and have constant availability to all executive board members and Chapter members.

Vice President:

1. Credentials:
   * + - Dues-paying PRSSA member
       - Previous PRSSA leadership experience preferred
       - Strong networking skills
       - Strong knowledge of AP Style and English grammar
       - Previous management experience
       - Strong written and verbal communication skills
       - Previous event planning experience
       - Proven ethical decision-making abilities
       - Available to go to all PRSSA events, including National Conference

2. Job Duties   
 a. Tours  
 1. Call human resources rather than trying to email. It has proven much more effective.   
 a. Get ideas approved by president and faculty adviser   
 2. Schedule 2-3 per semester   
 a. Meant to develop members’ understanding of public relations industry   
 3. Contact desired location 1-2 months in advance   
 a. Remain in contact with location’s point person   
 1. Email two weeks ahead of time

2. Email day prior

3. Have sign-up sheet at general meeting 2-3 weeks before tour date   
 4. Schedule time for lunch   
 5. Develop car assignments  
 a. Try to place mentors with their mentees

b. All attending members must submit a $10 deposit to be included on the excuse letter

c. Members will receive the $10 when they arrive for the tour the day of to give to their driver for gas   
 6. Email Dr. Smudde a document of all attending members and tour information   
 a. Include an alphabetical list of attendees, last name first. Include the day’s schedule, agency’s’ addresses, and list of members that need an excusal letter with their teacher’s name, email, and class.

4. Create itinerary for members

a. Meeting place   
 b. Car assignments (include everyone’s contact information)   
 c. Directions to and from   
 d. Appropriate attire   
 e. Things to bring (e.g., money for parking, gas, and lunch; pad of paper; photo ID; business cards)   
 f. Reminder to develop questions before attending the tour

g. Host mandatory meeting after committees to go over plans for the tour   
 1. Executive board members MUST attend this meeting

2. Bring handwritten thank you card to tour host

h. Recommendations

1. Fridays are the best days to schedule tours since many students don’t have class.   
 2. Try to schedule 2 tours in one day.

5. Speakers

a. Schedule 2-3 per semester

b. Contact desired speaker 1-2 months in advance

1. Write introductory bio and provide technical support if needed

2. Remain in contact with speaker

3. Email two weeks ahead of time   
 4. Email day prior

c. Announce speaker 1-2 weeks in advance to members

d. Develop questions if needed and send to speaker in advance

e. Email the executive board members with questions about the speaker’s f. presentation to initiate questions after the speaker’s presentation (in-case it takes members a while to ask questions)

g. Present ideas during executive board meetings and get speakers approved by the president and faculty adviser (utilize semester planning meetings for brainstorming)   
 1. Meant to develop members’ understanding of public relations industry   
 h. Write handwritten thank you note   
 1. Chapter treasurer will reimburse you for thank you cards

2. Discuss with executive board if a gift card will be presented or dinner will be offered  
 6. Workshops

a. Present ideas during the executive board meetings and get ideas approved by the president and faculty adviser (utilize semester planning meetings for brainstorming)   
 b. Schedule 2-3 per semester   
 1. Meant to develop members’ understanding of public relations industry and develop pre-professional skills   
 c. Schedule professionals to present (as needed)

d. Develop activity and/or PowerPoint   
 e. Recommendation

1. Get other executive board members involved in activity and/or the planning process in order to help you and to increase inclusiveness

2. Present full plan/itinerary to executive board prior to the meeting

7. Creative Team (graphic designers)

a. Oversee the creative team   
 b. Assign each member to a committee or certain projects   
 c. Weekly check-ins on their work (email or face-to-face)   
 d. Approve all graphic work along with the committee chair/AE, committee manager, and president   
 e. Keep executive board in the loop of what the team members are working on

8. Alumni Chair  
 a. Create a newsletter once a semester (put out at the end of each: December/ May)   
 b. Brainstorm articles with alumni chair (use semester calendar as reference)   
 c. Work with alumni chair and relations manager on an assignments/editorial calendar   
 d. Alumni chair will delegate article assignments in the relations committee   
 1. Editing chain: member, alumni chair, relations manager, vice president, president, faculty adviser

9. Recommendations   
 a. Use survey results to help plan speakers, workshops, and panels   
 b. Two workshops to include: Fall semester (early on) – AP Style presented by faculty adviser and spring semester (early on) agency test presented by faculty adviser

c. Host new member night second semester before second meeting of semester   
 10. Timeline   
 a. Fall planning meeting

1. Develop semester plan including when to have speakers, workshops, and panels.   
 2. Meet with executive board and plan goals for next year.

b. Summer

1. Determine what yours you’ll plan

c. August

1. Meet with executive board again

2. Present all information regarding agency tours and guest speakers  
 d. September

1. Have 1-2 speakers, workshops, and/or panels   
 e. October

1. Have 1-2 speakers, workshop, and/or panels   
 f. November

1. Have 1-2 workshops, speakers, and/or panels   
 g. Spring planning meeting

1. Develop semester plan including when to have speakers, workshops, and panels.

2. Meet with executive board and plan goals for next semester

h. January

1. Schedule 2-3 tours for the semester   
 i. February

1. Have 1-2 speakers, workshops, and/or panels   
 j. March

1. Have 1-2 speakers, workshops, and/or panels   
 k. April

1. Have 1-2 speakers, workshops, and/or panels   
 2. Prepare to train the next vice president

**Director of Community Engagement:**

1. Credentials:

a. Dues-paying PRSSA member

b. Strong networking skills

c. Strong knowledge of AP Style

d. Previous management experience

e. Strong written and verbal communication skills

f. Previous event planning experience

g. Proven ethical decision-making abilities

  h. Available to go to all PRSSA events, including National Conference

2. The Director of Community Engagement shall have the following authority, powers, and responsibilities:

a. To abide by, enforce, and support the ISU’s Chapter of the PRSSA Constitution, National Bylaws, and ISU Registered Student Organization rules and regulations.

b. To plan Chapter dinners and affiliation with professional dinners/events with the Central Illinois Chapter of PRSA.

c. To advise the president on matters pertinent to the Assembly, School of Communication, and student body.

d. To perform other duties as assigned by the president, Assembly, or faculty adviser.

e. To plan community philanthropic volunteerism.

f. To plan high school engagement initiatives.

g. To oversee initiatives for member recruitment, engagement, and retention and report to president.

3. Job Duties:

a. Member recruitment

1. Festival ISU   
 a. Reserve table through Student Involvement Center (will send email to   
 president)

b. On table: PRSSA banner, updated fact sheet, scrapbooks, candy,   
 tablecloth, etc.

2. Winterfest   
 a. Reserve table through Student Involvement Center (will send email to president)

b. On table: PRSSA banner, updated fact sheet, scrapbook, candy, tablecloth, etc.   
 3. Classroom recruitment  
 a. Create recruitment PowerPoint, info graphic, or material for classroom

presentations and send it to the president for approval   
 b. Include updated executive board and group photos relating to each topic   
 1. i.e.: Include a photo from the most recent National Conference when speaking about National Conference

2. Be sure that executive board knows to elaborate on the bullet points  
 3. Include talking points in the PowerPoint notes as helpful reminders

c. Contact professors at least one week in advance to arrange dates and times

d. Schedule executive board members to make announcements during their own classes and assign the executive board members to classroom presentations based on each member’s availability   
 e. Have them send you their availability prior to contacting professors to ensure a member is available for that date and time

4. Welcome Week

b. Maintain contact with National Committee regarding any National events

a. Monitor PRSSA National website & your “ilstu" email  
 b. Reach out to local businesses to sponsor the Chapter’s trip to National Conference

c. Contact and communication with local Central Illinois PRSA Chapter

a. There are multiple Chapter meetings hosted by the Central Illinois PRSA Chapter throughout the academic year. You will be notified about these dinners via email to the ISU PRSSA account (only need to attend when the dinners are in Bloomington-Normal).

1. Meetings help members practice networking skills in a local setting with professionals and other students

2. Take note of travel logistics, including where the venue is and directions

b. Promote Chapter’s attendance to the event a minimum of two weeks prior to the dinner

c. Have sign ­up sheet at Chapter meeting 2-3 weeks before the dinner. 1. Ensure that sheet states what time the member has to cancel by if they intend to cancel.

2. If you cancel after the cancellation date, you will be required to pay for the dinner. This is because Central Illinois PRSA Chapter orders the food prior to the event and will make us pay even if someone cancels at the last minute and it’s not our fault.

d. Email before RSVP date with members names, dinner choices, and the total attending   
 e. Maintain communication with meeting organizers in the event questions or concerns arise   
 f. Plan out travel arrangements and car assignments   
 g. Collect cash/checks before the event so that all members are paid before they arrive (unless payments can be made online).

e. Hold a mandatory meeting the Chapter meeting prior to the meeting in which you will detail all arrangements for the event. Create a document to hand out that includes:

1. Meeting place

2. Itinerary

3. Car assignments (complete everyone’s contact information)

d. Regional Activity

a. Directions to and from   
 b. Appropriate attire

c. Things to bring (ex: money for parking and gas, pad of paper,   
 photo ID, business cards)   
 d. Reminder to develop questions for the event.

e. Monitor Chapter emails and Conference details about regional   
 activities   
 1. Meant to develop members’ understanding of the professional world and networking skills. This event is similar to National Conference, but on a smaller scale.

e. Philanthropy/volunteerism

a. Plan at least one philanthropy/volunteer activity once a semester

f. High school engagement

a. Establish and maintain relationships with local high schools

b. Go to local high schools and conduct presentation *(with one to two other members: optional)*

1. Invite high schoolers to an upcoming Chapter meeting  *(preferably paired up with a guest speaker or a workshop)*

c. Only need to do this in the spring *(optional to do it in the fall semester too)*

g. Member retention/engagement

a. Oversee member retention rates at Chapter meetings, fundraisers, socials, etc. and report to president.

1. Take charge of member retention efforts.

b. Oversee member engagement rates at Chapter meetings, fundraisers, etc. and report to president (use surveys and attendance rates to determine member engagement)

1. Take charge of member engagement.

c. Work with committees and other executive board officers to utilize their resources to increase member retention/engagement.

1. (i.e.) Social media campaign and partner with Director of Digital Media.

4. Timeline

a. Summer

1. Create recruitment material (PowerPoint, info graphic, etc.) and send to president for approval. Create recruitment calendar with executive board availability.

2. Fall planning meeting (for spring)- Register for Festival ISU and reserve table.

a. recruit volunteers (returning PRSSA members)

b. Set requirements for executive board members to volunteer.

b. August

1. Email professors for classroom recruitment.

2. Promote Festival ISU, plan table materials; make sure there are at least two volunteers at the table at a time, and work the event.

c. September

1. Maintain communication with National Committee and local Central Illinois PRSA Chapter.

d. November

1. Attend Central Illinois PRSA meeting if held.

2. Execute philanthropy/volunteerism activities.  
 e. December

1. Attend Central Illinois PRSA meeting if held.

2. Make sure Chapter is signed up for Winterfest.

f. January

1. Create recruitment calendar with executive board availability.

2. Email professors for classroom recruitment.

3. Promote Winterfest and plan table materials; make sure there are at least two volunteers at the table at a time, and work the event.

4. As early as possible, research information about Regional Conference.

a. Start to promote in a “Save the Date” format.

5. Attend Central Illinois PRSA meeting if held.

g. February

1. This is typically when Regional Conference is held. Coordinate Chapter’s attendance.   
 2. Take notes to share with other members that do not attend.

h. March

1. Summarize attendance to Regional Conference.

2. Attend Central Illinois PRSA meeting if held.

3. Prepare for high school presentation of PRSSA at local high schools and invite students to upcoming an Chapter meeting *(try to coordinate with a guest speaker or professional development workshop)*.

4. Execute philanthropy/volunteerism

i. April

1. Attend Central Illinois PRSA meeting if held.

2. Update Chapter handbook for any new notes.

3. Host high schoolers for a meeting.

4. Prepare to train incoming Director of Community Engagement.

5. Recommendations

a. At each weekly executive board meeting, report to president and other executive board officers on member retention and attendance rates.

1. Provide your suggestions for improvements.

2. Lead four-minute brainstorm session with executive board on ways to improve.

b. This is a new position as of the 2018-2019 academic year

1. This position enhances the previous National Liaison position to be community-focused.

a. You are working to enhance local and national relationships.

1. Local: businesses, students, other RSO’s, the university, professional advisor, high schools, local nonprofits, etc.

2. National: PRSSA national updates and events & other PRSSA Chapters.

2. Throughout the semester, you will be continuously focus on tracking and improving member recruitment, retention, engagement, as well as local relationships and PRSSA national relationships.

Digital Media Director:

1. Credentials:

a. Dues-paying PRSSA member  
 b. Ability to multitask   
 c. Initiative to get tasks done   
 d. Creative, organized, proactive, and detail-oriented   
 e. Ability to work in a team   
 f. Ability to work under tight deadlines   
 g. Updated on PR news   
 h. Capable of learning website management technology (Weebly, Dreamweaver, and Contribute)   
 i. Experience in managing multiple social media accounts (Facebook, Twitter, LinkedIn, Instagram, etc.)   
 j. Knowledge of AP style and English grammar   
 k. Must own a camera   
 l. Previous photography and scrapbooking experience preferred   
 m. Available to go to all PRSSA events, including National Conference

2. Job Duties   
 a. Manage the social media accounts

1. Facebook

2. Twitter  
 3. LinkedIn

4. Instagram   
 b. Post/tweet relevant content at least 5 times a week. Possible posting ideas include:

1. Chapter events

2. Chapter/member accomplishments   
 3. Share Chapter blog posts   
 4. Links that highlight Chapter clients   
 5. PR news   
 6. Post videos and pictures that would spark conversation   
 7. Internship or job opportunities   
 8. Be informative while at the same time charismatic and casual   
 9. PRSSA National information   
 10. Retweet things that may interest members   
 11. Engage members and alumni  
 12. Respond to posts within 24 hours   
 13. Reread posts and tweets  
 14. Be conscious of AP style, grammar, and spelling errors ● Photograph all Chapter events  
 15. Minimum of 20 pictures at events with at least one group picture and one executive board picture

16. No pictures with alcohol, obscene gestures, or photo bombers   
 17. Ask members if you can use their pictures of an event to get more options   
 18. Upload pictures within 48 hours of event to Facebook   
 19. Document Chapter and Chapter members’ achievements

c. Create a document or add to the existing document for the following items:

1. Awards   
 2. Chapter history   
 3. Publications about the Chapter   
 4. Member achievements include:

a. Vidette articles written by members or about members   
 b. Published press releases

c. Online publication writing pieces

d. Internships  
 e. Jobs

f. Awards

g. Scholarships

h. Leadership positions   
 5. Continue to update documents throughout the school year   
 d. Update assigned PRSSA displays   
 1. There is one location where the pictures and designs need to be updated at least once a semester.   
 a. Fell Hall display case: update the board with new pictures and a new design (keep the old pictures, the bulletin board is located in front of Fell 108)   
 b. Free material are available from the media lab: crepe paper, borders, letter cutouts, and shape cutouts   
 c. Include member benefits and date, time, and location of meetings   
 e. Manage and edit isuprssa.com  
 1. Update the website each week with current information   
 2. Look for AP style, spelling, and grammar errors   
 3. Tabs that need to be updated weekly on isuprssa.com:   
 a. Current MIPs Standings   
 b. Chapter Meeting Minutes   
 c. Calendar

4. Tabs

a. Update the meeting time, date and location   
 b. Footer of the current year

c. About  
 d. Most recent version of the Chapter handbook and constitution   
 e. Member of the month awards   
 f. Chapter awards  
 g. Events  
 h. List all events on “upcoming events” column

1. Include: title, date, time, location, and address   
 a. Once an event has passed, move it to the “recent events” column   
 i. Executive board

1. Upload new e-board pictures (Recommended: a professional photo s shoot with the whole Executive Board in similar attire)

2. Upload e-board bios   
 3. Ask the Faculty Adviser if he would like his picture or bio updated   
 j. PRi

1. Change PRI director’s contact information   
 2. Make sure the link to the new director’s email works

k. Publications

l. Membership

m. Contact

n. Update current clients   
 1. E-mail clients to see if PRSSA can put links to their website and media sites   
 o. Upload all PRemier & Alumni Newsletters   
 1. Add a description of what the newsletter contains   
 p. Make sure the link to the membership form is working

q. Check to make sure comments are being sent to the account’s email

f. Recommendations

1. Utilize Facebook for internal publics (i.e. students/members, faculty, alumni) and Twitter for external publics (engage with other Chapters, professionals, etc.)   
 2. Participate in PRSSA National Twitter Chats when possible. They are usually on Tuesdays during our Chapter meeting time.   
 3. “Like” or follow PR agencies and media. They will provide engaging content to share.   
 4. Engage with agencies before and during tours via Twitter.   
 5. DO NOT post the same updates to all social media channels!

a. Consider audience and desired outcome  
 b. Remember: Twitter is short and sweet.   
 c. Facebook is visually-oriented and can be longer than Twitter   
 6. Members or the page may create Facebook events for the Chapter. For example, the fundraising chair can create fundraising events on Facebook, or the socials chair can create social events.   
 7. NEVER tag people in the pictures; they might not be members or might have   
 inappropriate pictures on their personal accounts.   
 8. Upload pictures within 48 hours of an event.   
 9. Subscribe to and read relevant blogs and publications, such as PRDaily, PR Week, etc.   
 10. Train the incoming digital media director on how to edit and maintain the websites.   
 11. Include questions in the survey about members’ social media usage to see what is   
 working and what is not. Are they fans on Facebook? Do they follow us on Twitter?   
 Read the blog?   
 12. Use Facebook insights and other analytics to increase effectiveness of social media.   
 a. Recommendation: use Google analytics for isuprssa.com   
 13. Use a management tool such as TweetDeck to streamline social media accounts and   
 efforts.   
 14. Schedule recurring posts, such as “Chapter Tuesday” reminder posts or event posts.   
 15. Remember the “social” in social media, and try to engage with members as much as   
 possible! (Contests are always a fun way to do this.)   
 16. Create a comprehensive social media plan for the Chapter.   
 17. Keep separate member, alumni, and Chapter accomplishment lists on your flash drive   
 and update them monthly.   
 g. Timeline   
 1. August

a. Update the website and social media accounts five times a week   
 2. September

a. Update social media accounts regularly, update the website, take and upload   
 pictures, and document Chapter and Chapter members’ accomplishments   
 3. October

a. Update social media accounts regularly, update the website, take and upload   
 pictures, and document Chapter and Chapter members’ accomplishments  
 4. November

a. Update social media accounts regularly, update the website, take and upload pictures, and document Chapter and Chapter members’ accomplishments   
 5. December

a. Update social media accounts regularly, update the website, take and upload pictures, and document Chapter and Chapter members’ accomplishments   
 6. January

a. Update social media accounts regularly, update the website, take and upload pictures, and document Chapter and Chapter members’ accomplishments   
 7. February

a. Update social media accounts regularly, update the website, take and upload pictures, document Chapter and Chapter members’ accomplishments, start planning the scrapbook/end-of-the-year video  
 8. March

a. Update social media accounts regularly, update the website, take and upload pictures, document Chapter and Chapter members’ accomplishments, continue working on the scrapbook/end-of-the-year video  
 9. April

a. Update social media accounts regularly, update the website, take and upload pictures, document Chapter and Chapter members’ accomplishments, and complete the scrapbook/end-of-the-year video  
 10. May

a. Update social media accounts five times a week   
 11. June

a. Update social media accounts five times a week   
 12. July

a. Update social media account five times a week

PRogressive Image Director:

1. Credentials:

a. Dues paying PRSSA Member   
 b. Ability to multitask   
 c. Previous experience with campaign management or planning (agency experience a huge plus)   
 d. Ability to work on a team

e. Ability to work on tight deadlines as well as set them   
 f. Knowledge of AP style and English grammar   
 g. Ability to edit publications including but not limited to: press releases, press kits, newsletters, flyers, and other graphic designs.   
 h. Graphic design experience a plus   
 i. Available to go to all PRSSA events, including National Conference   
 j. Past experience working in PRogressive Image, preferably as an account executive   
 k. Prior leadership experience  
 l. Strong interpersonal communication skills   
 m. Able to provide evidence of dependability   
 2. Responsibilities   
 a. Meet with each client at the beginning of the year to discuss the client’s needs and establish expectations   
 b. Lead interviews for the account executive positions and assign positions with the executive board advisers   
 c. Introduce account executives to their assigned clients   
 d. Check in on sub-committee meetings each week   
 e. Check in with clients semi-regularly to assure their needs are being met   
 f. Re-allocate staff as necessary to meet the needs of individual clients and to assure   
 members are getting adequate workloads   
 g. Keep up­-to-­date the firm’s portfolio   
 h. Meet with prospective clients

i. Initiative to get tasks done   
 j. Remain in constant communication with the executive board advisers to ensure they are informed and approve of all firm activities   
 1. Conduct mid-semester evaluation with account executives   
 2. The PRi Director MUST advise the student-run firm

Treasurer:

1. Credentials   
 a. Expense management experience   
 b. Strong organizational skills  
 c. Previous leadership experience   
 d. Available to go to all PRSSA events, including National Conference  
2. Job duties   
 a. Collect dues   
 1. Set due date three weeks before the National due date to allow for any late dues paying members   
 2. Have members fill out the membership forms when they turn in dues (check or money)   
 3. Alphabetize the papers in your binder   
 4. Copy name, graduation date, permanent address, and email in a separate Word document   
 b. Approve committee budgets

1. Provide them with budget sheets to fill out in the beginning of each semester and to maintain throughout the semester   
 c. Approve all expenses through expense sheets   
 1. Must get president’s approval   
 2. Collect all receipts   
 d. Design and order Chapter t-shirts   
 1. There are many t-shirt websites you can use to design such as customink.com.   
 a. Use one and then get the design approved by the e-board.   
 2. Provide t-shirt sign-up sheets. Ask for name and size.   
 3. Collect money prior to placing the order.   
 4. Order two or three extra shirts in each size. We typically use Minerva or Select   
 5. Screen Prints to order t-shirts.   
 a. Manage Chapter budget  
 6. Meet with faculty adviser once a month to review the budget   
 7. Send budget to president before each e-board meeting   
 8. Present budget at each e-board meeting

a. Give an estimate of what is in the account   
 b. Forecast what other costs or intakes will be happening in the month to come   
 c. Collect and manage member incentive points (MIPs)   
 d. Collect meeting attendance from secretary and event attendance from responsible officer   
 9. Review attendance sheets from each meeting and event   
 a. Update weekly   
 b. Use to determine member of the week, month, semester, and year   
 c. Announce member of the month at first Tuesday of the month   
 1. Decide the member of the month with executive board   
 d. Based on MIPs and overall dedication to PRSSA   
 e. Print certificate   
 f. Provide reward, such as $10 off event or priority to go on next tour   
 10. Decide the member of the year with executive board

a. Based on MIPS and qualifications   
 b. Print certificate   
 c. Pay members’ dues for following year   
 11. Senior sendoff  
 a. Recognize graduating seniors at end of each semester at final semester meeting.

b. Share favorite PRSSA memory.  
 e. Recommendations   
 1. When students hand in their dues, ask them to give you the money with the membership form. That way you will not get confused on who paid.   
 2. If someone gives you a check, note that on the membership form.   
 3. Make committee heads fill out hard copy expense forms and staple the receipts to the   
 papers when they hand them back in.

a. It makes it easier because everything is in one place.

4. Deposit money to Commerce Bank ASAP so there is no confusion later on.   
 5. Work with the president on the program and opportunity funds paperwork. Bring faculty adviser to the hearing. The program and opportunity funds paperwork must be turned into the Student Involvement Center. It is a proposal for funds for the Chapter, taken from student fees.   
 5. Keep copies of all important documentation.   
 7. Hold managers accountable to maintaining and communicating their budget needs   
 f. Timeline   
 a. May­

1. Transfer name on bank account from old treasurer to new treasurer. Obtain

new Chapter debit card.  
 b. August

1. Meet with the e-board to go over new school year. Go through membership and expense forms and update for the new school year.   
 c. September

1. Announce benefits of becoming a dues-paying member and begin the collection of dues. Begin working with national liaison for Conference payments. 2. Design t-shirts.   
 d. October

1. Order t-shirts and distribute to members. Collect money for Conference. Use Chapter debit card to hold rooms and to pay for Conference. Prepare dues for Nationals. Send the check at least a week before it is due.   
 e. November

1. Make sure paperwork for dues is emailed in by November 1.  
 f. December

1. Establish budget for the end of the semester holiday party.

g. January

1. Sell leftover t-shirts to interested members and announce spring dues. Fill out   
 paperwork for the programming or opportunity funds.   
 h. February

1. Prepare the dues for Nationals. Send check at least one week ahead of time.

i. March

1. Make sure paperwork for dues is emailed in by March 1.

j. April

1. Establish budget for end-of-the-year party.   
 k. May

1. Transfer material to new treasurer.

Secretary:

1. Credentials

a. Proficiency with Microsoft PowerPoint, Microsoft Excel and Gmail (or a similar email management program/website)   
 b. Has a working understanding of AP Style   
 c. Skilled with computers, particularly in typing, file management, and quick problem   
 solving abilities   
 d. Available to go to all PRSSA events, including National Conference  
 2. Job Duties   
 a. Weekly PowerPoint presentations

1. A PowerPoint presentation must be made and sent to the executive board and Dr.   
 Smudde by Tuesday at 5 p.m. before the Chapter meeting for which the presentation is made.   
 2. The PowerPoint begins with a welcome slide with the PRSSA logo, the date, and a reminder to sign in   
 3. Major Chapter events, such as regional activities or guest speakers, should be   
 represented several weeks before the event. Non-Chapter activities, such as   
 internships or scholarships, should be announced for no more than two weeks.   
 4. Every presentation ends with a “Calendar Check” slide that includes the date of   
 all events mentioned in the rest of the presentation.   
 5. Slides on the presentation should be ordered such that slides of similar topics   
 appear together. The topics themselves should generally be ordered according to urgency, but more importantly, to be consistent with other PowerPoints.   
 6. PowerPoint presentations must follow AP Style. Note this especially when writing dates. (e.g., 9 p.m., March 2, not 9:00 pm or March 2nd).   
 7. Bullet points on PowerPoint presentations should be very brief and do not need to be complete sentences. The presentation is a reference tool, not the main source of information. Note that bulleted sentence fragments do not need to end in a period.   
 8. Following approval by the Chapter president, a PowerPoint presentation should be sent to the rest of the executive board via email. It is their responsibility to double-check the slides.

9. Mondays tend to be a big day for emails, and it is likely that the Chapter will be notified of new internship opportunities on Monday morning. As such, it is a good practice to check the Chapter email account (and your personal email, in case such an email has been forwarded to you) several hours prior to a Chapter meeting for a last minute addition.   
 10. For Tuesday night meetings, each executive board member should have a small paper “script” that lists (only) what slides are going to appear, in what order, and who will be announcing them. Because of the possibility of last-minute additions, the scripts should be printed shortly before each meeting.   
 11. Example PowerPoint presentations and scripts should have been provided to you by the previous Chapter secretary. Recommendations for creating PowerPoint presentations and scripts appear further down this document.   
 b. Meeting minutes

1. A detailed account of each meeting’s announcements must be taken and posted to   
 isuprssa.com following each meeting. Early each semester before the deadline for   
 paying dues, send the minutes to all interested members.

2. The minutes should be organized by PowerPoint slide with information given in   
 detailed, paragraph form (as opposed to the bullet point summaries in the presentation itself).   
 3. Minutes should include any new information not given in the PowerPoints that come up in the meeting (e.g., A member asks an important question about an event and it is answered with information not listed in the PowerPoint).   
 4. Meeting minutes must be written in AP Style. Because you will be referencing many names and organizations with which you are not familiar (such as internship providers, names of members), it is important to double-check the spelling of names and titles.   
 5. The Chapter constitution does not specify a time when the meeting minutes must be sent to members. However, they should be sent out a reasonable amount of time after the meetings (no longer than 24 hours).   
 6. Examples of meeting minutes should have been provided to you by the previous Chapter secretary. Recommendations for writing and keeping up with meeting minutes appear further down this document.   
 c. Email Account

1. The secretary must manage the Chapter’s Gmail account daily. This mainly consists of answering all emails you are able to answer on your own and placing all other emails into the folders of the most relevant position.   
 2. Example 1: A new member asks, “What time does PRSSA meet, and where?” The secretary should respond to this question without moving it into a different folder.   
 3. Example 2: The regional PRSSA Chapter notifies us by email of an upcoming   
 PRSA Central Illinois Chapter meeting. Since networking PRSA Central Illinois Chapter meetings are a responsibility of the national liaison, this email should be moved out of the inbox and into the “3 ­ National Liaison” folder.   
 4. Emails that you cannot answer or do not need to be answer but contain general information that all executive board members should see can be labeled “20XX executive board.”   
 5. All emails you read should be marked as “Unread” afterward unless you have replied to it. Other executive board members should do the same.   
 6. Sometimes you will need to place an email in multiple folders, such as for emails having to do with a committee, which has two executive board advisers. To do this, use the “Add Label” function to add the label of one of the two executive board members to the email. After this, use the “Move to Folder” function to move the email into the folder into the other executive board member's folder. This will cause the email to appear in both folders but not in the inbox.   
 7. Labels should never be used outside of the above case. Though the “Add Label” and “Move to Folder” functions both cause an email to appear in the directed folder and cause the folder's name to be tagged to the email, adding a label alone does not remove the email from the inbox.   
 8. Note that if the email is responded to, the “conversation” (sequence of emails that are forwarded or replied to) will reappear in the inbox with the original folder's tag, as if it had just been labeled and not moved. The secretary must then move it into the correct folder.   
 9. You will need several groups of contacts for emailing specific groups of people. There should be three groups: “Interested Members,” which includes any member who has ever signed into a PRSSA meeting or has put down their information during recruiting, “Dues­ Paying Members,” which includes all members who have paid their Chapter dues, and “Executive Board Members,” which includes the executive board. Manage contacts using the “Contacts” tab to the left of the Gmail interface.   
 10. The Chapter manages emails using the Gmail account because of its superior interface. However, the university requires that we use an @ilstu.edu address. As such, our official email address is “prssa@ilstu.edu.” In order to manage emails that come to this address, we have the @ilstu.edu address forward all of the emails it receives to the Gmail account, “isuprssa@gmail.com.”   
 11. If for some reason you need to fix the forwarding, this is how:  
 a. Go to https://secure.ilstu.edu/ulid and click on “ULID Email Forwarding”

b. Login with “prssa” and the password provided to you. This password   
 should NOT be the same as the Gmail account password.  
 c. Type in “isuprssa@gmail.com.” This will take a few minutes to go into effect.

d. Log into the Gmail account. (isuprssa, the provided password)   
 e. Click on the gear icon at the top right of the page, then click on “Mail Settings.”

f. Click on the “Accounts and Import” tab.   
 g. Click “Send Mail from Another Address” if there is no entry, for some   
 reason. If you are editing an old entry, click on “Edit Info” to the right of   
 “ISU PRSSA ” and go to step 11.   
 h. Beside “Name” put in “ISU PRSSA.” Beside “Email” put in “prssa@ilstu.edu” and go to the next screen.   
 i. In the next screen, select “Send through Gmail” and go to the next screen.   
 j. An email will be sent to prssa@ilstu.edu. Login to RedbirdMail and follow the

instructions in the email account.   
 k. If you need to change the password, leave the name and email as they are (should be “ISU PRSSA” and “prssa@ilstu.edu”) and go to the next screen.   
 l. Click on “Edit your password” which will then become an entry box. Type   
 in the password you used to login to the prssa@ilstu.edu account.

m. Test the forwarding by sending an email from another account (such as your personal one) to prssa@ilstu.edu. Login to the Gmail account and look for the email. Note that these changes take a few minutes to go into effect, so if you do not see the email immediately, send another email after 10 or 15 minutes.   
 d. Sign-in Sheet  
 1. It is the secretary's responsibility to bring a printed sign-in sheet to each Chapter meeting.   
 2. The sign-in sheet can be done entirely to the secretary's taste. However, an example of a well-organized sign-in sheet should have been provided to you.   
 3. At the end of every month, the sign-in sheet should be digitized and sent to the Chapter treasurer for use in calculating MIPs.

e. Recommendations

1. As alluded to throughout this document, decide on a rigid weekly schedule for preparing for weekly meetings and sending out the meeting minutes.   
 2. Keep all documents together on one flash drive, in a folder separate from other files. Back up the flash drive regularly. For very important documents, save them to the flash drive and to a computer as soon as they are opened.   
 3. If you ever have technical difficulties, ask for assistance from someone who understands computers very well. Though you might be able to find a complicated workaround to tech issues, there may be a quick fix. For example, you might have difficulty returning a set of bullet points to their default alignment after indenting them. It is possible to re-align them by some clever copying and pasting, but a simple keyboard shortcut (Shift + Tab) solves the problem immediately. Over time, going to the right person for an issue can save you much time and frustration.   
 4. When managing the email account, it is a good practice to read through emails, even if you are unable to answer them and you know you will eventually be moving them to a folder other than your own. Though, say, a set of emails having to do with an upcoming agency tour might not concern you directly, you will be more generally knowledgeable of Chapter affairs. This will allow you to work well with the executive board member for whom the email was intended and will help you to be a better resource for the Chapter.  
 f. Timeline   
 1. Summer

a. Create promotional flyer for first meeting with president’s approval.

b. Consistent summer emails to returning members   
 2. August

a. Clean the email account of all old and irrelevant emails, folders, and contact   
 groups. If you have any doubts about whether or not a particular email is important, place it in a folder named “Questionable” or something similar.

3. January­

a. Remind all members in the “Interested Members” group when the first Chapter   
 meeting is following the end of Winter Break.   
 4. April­

a. Organize the Chapter’s contact groups and folders and make amends to the   
 secretary handbook based on any policy changes that have happened over the course of the semester.

Faculty Adviser:  
Pete Smudde, Ph.D., APR

In a nutshell: I believe the Chapter is yours (i.e., students) to run the best way you can, and I'm your resource for making sense of things that span the full range of responsibilities and duties everyone in the Chapter has under the Chapter’s bylaws, the PRSSA’s guidelines, and ISU’s rules for RSOs. The PRSSA experience offers good opportunities for students to learn and practice skills in leading and following, succeeding and failing, and planning and doing. When the Chapter is successful, tell me and we’ll celebrate. If you experience trouble, let me know and we’ll fix it. If I perceive a need for caution, I'll say so. Most important, always communicate with me about what is going so all of us can be on the same page, and I can help promote the great things the Chapter does and achieves. In turn I’ll communicate with you and work with you on opportunities that can help the Chapter, its members, and PR students.

My role is to provide counsel to the chapter’s executive board and the chapter as a whole to:

* + - * Help the executive board develop objectives and goals for the year and devise strategies   
         and tactics to meet them.
      * Allow the executive board to run the Chapter so that it achieves its annual objectives, and students learn as much as possible about management, leadership, responsibility, and accountability.
      * Monitor Chapter business and operations; I will attend as many Chapter meetings as possible during the school year.
      * Provide guidance according to ISU’s RSO rules and PRSSA National expectations. Resolve Chapter-related problems and capitalize on opportunities with the university and PRSSA.
      * Advise the executive board and Chapter members about issues, plans, programs, and any other Chapter-related business. Regular reporting from the executive board is essential and required.
      * Review, comment, and approve all Chapter-related documents and communication to internal and external publics before they are formally released.
      * Give guidance for individual events and Chapter plans and programs.
      * Offer ideas about Chapter involvement in the university, the region, PRSA/PRSSA nationally, and the PR field.
      * Submit advice to the board about ways to better manage the Chapter or functional areas.
      * Share opportunities for professional experience for Chapter members.
      * Monitor budgeting and spending practices to ensure that appropriate accounting. If necessary, invoke approval policy for project and organizational spending.
      * Mediate disputes about Chapter plans, programs, projects, personnel, or policies.
      * Investigate misconduct or malfeasance and impose appropriate disciplinary action and follow-up.

Immediate Past President:

1. Credentials

a. Dues-paying PRSSA member

b. Must have previously held position as President and completed term in good standing  
 c. Strong knowledge of AP Style  
 d. Previous mentor experience

**2018-2019 Chapter Outline**

**Executive Board (job descriptions in transition documents)**

President: Victoria Jackson

Vice President: Sydney Velez

Director of Digital Media & Treasurer: Alex Ehioba — Relations

Secretary: Katie Helander — Development

PRi Director: Bobby Leahy

Immediate Past President: Audie Lauf

**Committees**

* Development
  + - * The development committee plans events and fundraisers to raise money for the Chapter. Past events have included a Blackhawks jersey raffle, White Sox ticket raffle, D.P. Dough Sale outside Pub 2, ISU Athletics concession stands, bake sale, Valentine’s Day Cupid’s Corner, quad clean up, T-shirt quilt raffle, Ugly Sweater Sale, etc. The development committee is also responsible for all social gatherings. Past social gatherings have included semiformal, High School Glory Days, Gatsby, Blasting through Blo-No, holiday party, end-of-the-year party, Road Trip through America, Raging through the Eras, Challenging the College Cliches, Hoppin’ through the Holidays, and haunted social.
* Relations
  + - * The relations committee works on internal publications and communications. It produces a monthly newsletter and writes for the Chapter blog. The relations committee also is responsible for alumni relations including a giving campaign, producing a semester newsletter, and building connections with alumni. Members of the Chapter can be a part of both committees if they feel they have the skills required.
* Student-Run Public Relations Firm: Progressive Image (PRi)
  + - * The Chapter’s student­-run public relations firm does real, start­-to-­finish public relations work for organizations, resulting in important experiences that can help launch one’s career. This past year’s clients included the Rock Restaurant and the Bloomington Edge.

**Chapter Leadership Positions**

* Development
  + - * Development Manager

Fundraising Chair

Socials Chair

* Relations
  + - * Relations Manager

Newsletter Chair

Blog Chair

* PRogressive Image (PRi)
  + - * Account Executives for each client

If needed the PRi Director can create leadership positions if they find that there are enough applicants to help the Account Executives. Positions can include, Assistant Account Executive (AAE), Copy Editor, Art Editor, and Creative Director.

**Approval Process**

* Members must plan for documents to take a minimum of a week to go through the approval process. Documents should be sent through the specific chain of command.
  + - * Committee member -> Committee Chair or Account Executive -> Manager -> Executive board Advisers -> President -> Faculty Adviser
* Emergency cases: If there is an emergency communication that needs to be sent out that has a tight deadline, the committee member can send it directly to the president and faculty adviser. This is in the case of emergencies only.
* The manager and committee member should be frequently updated about each step of the approval process.
* The faculty adviser will send it back to the president once it is approved.

ISU PRSSA Executive Board Member 2016-2017 Expectations and Norms Contract

* Each board member is expected to attend every ISU PRSSA meeting held Tuesday nights at 8 p.m. in Schroeder 138. They should arrive by 7:30 p.m.
* If a board member cannot attend a meeting or ISU PRSSA event, s/he must submit an email request form to the president ten days before the meeting or event (See Attendance Guidelines attachment).
* Each board member must respond to all ISU PRSSA emails within 24 hours. If you are unable to respond with a knowledgeable answer with 24 hours, you must respond saying you will find out and email back ASAP or respond with a deadline of an accurate reply.
* Each board member must maintain weekly communications with the committee to which they have been assigned.
* Each board member must attend ALL ISU PRSSA Chapter meetings, PRSA Central Illinois Chapter meetings, Chapter events (tours, workshops, philanthropic events) and socials. Responsibilities also include strongly supporting and standing behind all Chapter events and activities.
* Executive board members must attend PRSSA National Conference and the Regional Conference that is decided upon that year.
* The primary responsibility of each board member is to represent the Chapter’s members and organize the Chapter in the best interest of the members.
* Each board member is expected to actively work on their projects and be responsible for duties assigned by the president.
* Board members should serve as resources for other students and should be active and informed Chapter leaders.
* Each board member should act professionally within all aspects of the organization. This includes dressing appropriately for meetings and using appropriate language.
* Assigned tasks should be completed on time and done well. If assignments are done late, you will have a conference with the president and possibly the faculty adviser.
* Decisions will be made with a 2/3 vote. However, the president holds veto power.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Executive Board Member Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ President’s Signature

ISU PRSSA Executive Board Attendance Guidelines

Rules:

* Executive board members must submit a request form (see attached) to the president’s personal email account (ajlauf@ilstu.edu) ten days prior to missing a meeting or other event. The reason must be a possible reason and not an unacceptable reason (see reasons below).
* At least four executive board members must attend every ISU PRSSA event.

Possible reasons for missing a meeting:

* Family emergency (parent is getting surgery, in the hospital, etc.)
* Illness (more than just the sniffles or sore throat). In the case of illness, you will not have to submit a request form. You must immediately notify the president as soon as you   
  determine you are unfit to attend the meeting or event.
* Uncontrollable circumstances (car problems, pre-planned vacation, or family reunion)

Unacceptable reasons for missing:

* Homework, paper, or exam due the next day
* Work (work should be scheduled around PRSSA)
* Party, concert, or other social event to attend
* Sorority, fraternity, or outside organization/club event (PRSSA comes first)   
  Tardiness:
* Be respectful of everyone else’s time and do not be tardy.
* If you will be tardy for some reason, notify the president immediately.
* If you are excessively tardy, it may result in a strike. In the case of no-shows at meetings without notification or other serious issues you will get a strike. If you get two strikes, your position as an executive board member will be revoked. President will be understanding to situations.

\_\_\_\_\_\_\_\_\_\_\_\_\_ Initials

ISU PRSSA Absence Request Form

Email to president at ceobis@ilstu.edu five days prior to event or meeting. You will not need to submit a request form in the case of a serious illness. If you do not submit five days before event, your absence will equal a strike.

Name:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Today’s date:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of missing event or meeting:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Reason for missing:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explanation:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Illinois State University PRSSA Membership Form**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Graduation Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

School Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Major: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How did you hear about PRSSA? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What do you wish to get out of your membership \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What areas of Public Relations interest you? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What type of speakers/organizations would you like to hear from? (Examples: sports, nonprofit, government, etc.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number your level of interest for the following PRSSA opportunities (1 = Most interested, 9 =Least interested)

\_\_\_ Attending National Conference  
\_\_\_ Attending Regional Conference  
 \_\_\_ PRogressive Image (PRi,) our student-run PR Firm  
 \_\_\_ Agency Tours  
 \_\_\_ Development (Fundraising/Socials)  
 \_\_\_ Guest Speakers  
 \_\_\_ Relations (Blog/Newsletters)  
 \_\_\_ PRSA Central Illinois Chapter meetings  
 \_\_\_ Workshops (Resume Building/How to Dress Professionally/etc.)

Dues Paid (Date): \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Treasurer’s Initials: \_\_\_\_\_\_\_\_\_\_\_\_

ISU PRSSA Member Incentive Points

1 MIP

* + - * Attending weekly Chapter meetings (Point value increases by one for each meeting attended consecutively. Points return to 1 MIP if member misses a meeting.) Retweets/shares of ISU PRSSA social media posts

15 MIPS

* + - * Perfect attendance at Chapter meetings (end of semester)

25 MIPS

* + - * Attending PRSA dinners

30 MIPS

* + - * Attending Regional Conference

50 MIPS

* + - * Attending National Conference

3 MIPS

* + - * Article published in PRecisely PR, Premier, or Alumni Newsletter

5 MIPS

* + - * Attending Socials (e.g. Mentor-Mentee events)
      * Volunteering for fundraising events

10 Mips

* + - * Attending agency tours

**Internal Committees**

**Relations**

The relations committee works on both internal and external publications and communication. It produces a monthly newsletter and maintains the Chapter blog. The relations committee is also responsible for an alumni newsletter. The alumni newsletter should be published at the end of each semester.

**Relations Publications**

**PRemier Newsletter:** This is a monthly internal newsletter that is uploaded onto the Chapter website and publicized via social media. It includes articles from members in the Chapter that focus on Chapter events, relevant industry news, and personal stories regarding jobs/internships or other professional experiences.

* + - * Stories relating to ISU PRSSA
      * Industry-related stories or personal stories (about member’s experience with a job or   
        internship or other professional development opportunity)
      * Letter from the executive board
      * Member of the month blurb with picture
      * Ask all members to contribute to the newsletter, not just the members of the relations   
         committee
      * Manager must work with advisers and newsletter committee chair to develop a realistic editing timeline for each month’s publication
      * During breaks, some months are combined. For example, there is a January/February issue. This is because there is not enough content for both months.
      * Must be edited by committee chair, manager, executive board advisers, president, and   
         faculty adviser.   
         PRecisely PR (Chapter blog): This is an online publication that is promoted via social media. It should include posts about Chapter events to keep both our internal and external audiences informed. Posts relating to industry news, guest bloggers, and other content are also encouraged.
      * Incorporate videos
      * Must be edited by committee chair, manager, executive board advisers, president, and faculty adviser.
      * Recommendation: Continue to ask fun, personality-based questions in executive board interviews in addition to focusing on their duties for the Chapter.
      * Recommendation: Continue with “Member Monday” to highlight member achievements outside of PRSSA

**Alumni newsletter:** This is a once-a-semester publication that is sent to all alumni who have chosen to be on the ISU PRSSA mailing list. Sample newsletters may be viewed on the Chapter website and isuprssa.com.

* + - * Upload alumni newsletter onto the website and promote via social media ○ Email to alumni if they have specifically requested it
      * Recommendation: Use InDesign newsletter template as a model for this one as well

Alumni Giving Campaign: The goals of the campaign are to raise funds for the Chapter by asking alumni for donations and create important alumni connections. The direct mail campaign was implemented in 2011 to all PRSSA alumni who graduated in the past 10 years. The documentation from the campaign can be found in the supplementary documents

* + - * Recommendation: Execute campaign during the spring semester
      * Recommendation: Use social media and email versus direct mail. It is more efficient and cost effective.

Get approved by executive board advisers, the president, and faculty adviser ● Alumni Excel contact list

Update the contact list as needed

Use the list for future speaker ideas

**Leadership Positions and Requirements**   
Relations Manager: The manager of relations is responsible for managing the relations committee chairs, ensuring timely and effective communication between members and committee chairs, etc.  
**Responsibilities:**

* Create a weekly agenda for the committee meetings (email prior to meeting)
* Maintain constant communication with the executive board advisers and committee chairs
* Act as a liaison between the committee chairs and the executive board advisers
* Act as an editor of all publications in the relations committee
* Maintain a high level of professionalism at all times
* Hold mid-semester evaluations with committee chairs

**Qualifications:**

* PRSSA dues-paying member
* Effective communication skills (have to communicate with all members of the committee, committee chairs, and executive board advisers)
* Knowledge of AP style
* Previous editing experience
* InDesign experience or capacity to learn InDesign
* Leadership experience
* Conflict management experience

**Committee Chairs**

* PRemier Editor-in-Chief (Newsletter Chair)
* PRecisely PR Editor (Blog Chair)
  + - * The committee chairs are responsible for managing their individual sub-committee, ensuring timely and effective communication between members and the manager, delegating tasks to members, and ensuring every task is completed in a timely manner.

**Responsibilities**

* Edit all publications before sending to the manager
* Maintain constant communication with the manager and executive board advisers
* Delegate tasks to committee members
* Maintain a high level of professionalism at all times
* Ensure every task that is assigned by manager and/or executive board advisers is completed and done in a timely manner Qualifications
* PRSSA dues-paying members
* Effective communication skills (have to communicate with all members of the committee)
* Knowledge of AP style
* Knowledge of blogging
* Previous editing experience
* Previous leadership experience in extracurricular activities

**Development**

The purpose of the development committee is to raise money for the Chapter through fundraising and to plan Chapter socials throughout the course of the school-year. The money raised in fundraisers support the Chapter and its needs. The Chapter’s needs include buying gifts for speakers, the National Delegate’s flight and hotel room, Chapter socials, etc. The skills that members will gain from being involved with the development committee include event planning, promotions, fundraising, brainstorming new and creative ideas, and team work.

**Learn to...**

* Plan, promote, and execute events
* Work on a team
* Be detail oriented
* Work under tight deadlines
* Be prepared for the unexpected as anything can arise during an event

**Goals of Development**

* Plan and execute at least three major fundraisers a semester
* Raise more than $1,000 each semester
* Plan and execute at least three socials per semester

**Development Manager Responsibilities**

* Interview and select with executive board social chair and fundraiser chair at the beginning of the school year
* Create weekly agendas for committee meetings (email prior to meeting)
* Responsible for reserving necessary event materials with conference services
* Conduct mid-semester evaluations with both committee chairs

*Committee Chairs*   
The committee chairs will be interviewed by the executive board at the beginning of each semester for the opportunity to run fundraisers and socials. The committee chairs are responsible for the planning and execution of his or her assigned fundraisers and socials.

**Socials Chair**

* Stay in constant communication with both the development Manager and the fundraiser   
   chair
* Plan, promote, and execute all socials
* Encourage members to get involved with:
  + - * Designing flyers
      * Writing copy for the Facebook event (digital media director approves and posts)
      * Volunteering to help set up for social
      * Volunteering to help gather materials for social
      * Generating new social ideas
* Annual socials
  + - * Holiday party
      * Semiformal
      * Uptown/ Downtown Social

**Fundraiser Chair**

* Stay in constant communication with both the development manager and socials chair
* Plan, promote, and execute all fundraisers
* Encourage members to get involved with:
  + - * Designing flyers
      * Hanging flyers the week before the event
      * Designing posters
      * Writing copy for the Facebook event (digital media director approves and posts)
      * Volunteering for fundraisers
      * Generating new fundraising ideas
      * Find innovative ideas to promote fundraisers (writing on white boards, chalking the quad, cafeteria table toppers, REC center promotions, etc.)