

PRSSA Diversity and Inclusion Initiative
(est. 2005, updated 2018)

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

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

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

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

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