

FOR FACULTY ADVISERS:

How to Engage with Your Professional Adviser

- Each PRSSA Chapter is required to have a Professional Adviser. The Adviser must be a member of PRSA, an Accredited member, or have a minimum of five years of public relations experience.
- Both Faculty and Professional Advisers should be elected to their positions each year by their Chapter. This important factor should be included in your Chapter bylaws.
- Don't have a Professional Adviser? Contact your local PRSA chapter for assistance in getting one! You can also contact National PRSSA Professional Adviser for help.

Suggested Best Practices:

- Set up a meeting with you and your chapter president (can be separate meetings) to get to know your Professional Adviser.
- Talk to them about:
 - Their role and expectations
 - Best way(s) to communicate
 - Ways they can help
 - ▶ Some examples could be:
 - » Attending the first meeting of the semester or any meetings that they can
 - » Serving as an adviser for Bateman Case Study
 - » Reviewing resumes/participating in mock interviews - not just during meetings, but outside meeting times
 - » Brainstorming potential programming
 - » Connecting to potential speakers and fields trips to tour
 - » Serving as a speaker
 - » Sending news from the local PRSA chapter, including upcoming events
 - » Hosting students at local PRSA events
 - » Serving as a mentor
- Make sure to put your Professional Adviser on your email/text distribution list and any newsletters, and let them know of the Chapter's social media so they know about the chapter's events. Send calendar invites if you can for events so they keep you top of mind.
- Check-in with the Professional Adviser once a semester for any feedback.
- Make sure to let the Professional Adviser know when the chapter has new leadership and encourage them to meet with the new board.

As our Professional Advisers have told us:

It's better to overcommunicate than undercommunicate!