

**PROFESSIONAL  
ADVISER PLAYBOOK**

Your guide to becoming the best   
Professional Adviser, ever.

**Professional Adviser Purpose**

Providing perspective and advice from the post-grad professional world by:

* Offering best-practice guidance on Chapter operations in-person and digitally.
* Making introductions and accessing your network where appropriate
* Assisting in the professional development of Chapter members

**Qualitative Goals**

It’s important to be:

* Accessible
* Approachable
* Direct
* Responsive

**Quantitative Goals**

**Level 1: A Good Professional Adviser**

* Attending (1) Chapter meeting per quarter.
  + *Dialing in is fine if you’re far away*
* Host (1) event per year
  + *See Event Guide for recommendations*
* Responding to Chapter requests via email within 48 hours

**Level 2: A Great Professional Adviser**

* Attending (1) Chapter meeting per quarter.
* Responding to Chapter requests via email within 48 hours
* Hosting (3) Events per year

**Level 3: An Amazing Professional Adviser**

* All of Level 2
* Bringing in (2) professional colleagues from your network as guest speakers throughout the year
* Assisting to secure a Chapter sponsor ($500 or more)

**Event Guide**

This is a turnkey template for events you can lead each year. It's meant to guide student leaders through a path that builds within the context of the year. *Feel free to iterate, change, tweak and make it your own. Also, feel free to deploy as is.*

**Beginning of the School Year:** Professional Etiquette Workshop

Student Situation: Your PRSSA students will be communicating with professionals all year. It’s possible they’ll turn off future partners, employers and connections with poor etiquette.

Your Goal: Help them to understand the subtle and expected nuances of communicating and following up.

Event Format

* *Content outline:*
  + Overview of what professionals expect in communication.
    - Provide insight into the day-to-day of professionals, especially how busy and stressed they can be.
  + Digital etiquette
    - How to email
    - Social media policies, especially following people on Instagram, adding on Facebook and LinkedIn invites.
  + Opening the lines of communication
  + Following up
    - How to say thank you
    - Handwritten notes
    - Tasteful gift-giving guide
* *Location ideas:* 
  + Somewhere on campus. Work with the Chapter to set it up.
  + Your place of work. Consider doubling the visit as a company tour.

**In the Fall:** Internship/Job Prep Workshop

Student Situation: Your PRSSA students may lose sight of allotting enough time to properly prepare for the job/internship search. This leads to a rushed and haphazard effort that will hurt their chances.

Your Goal: Provide guidance for preparing materials and strategies for seeking jobs/internships.

Event Format

* Consider bringing in a colleague to run this session.
* *Content outline:*
  + Strongly encourage starting early
  + An overview of how the job/internship process looks like. Differentiate between:
    - Small vs. big agency
    - Corporate
    - Non-profit
    - Higher-ed
  + Resumes/Portfolios
    - [Ben recommendation] there are two resume versions: one that’s more creative and one that’s boring. Both have their purpose in context of the desired place of work.
    - Discuss the importance of having work samples, even if they’re conceptual
  + Cover Letters
    - When are they expected and used.
    - How to write them
  + How to apply
    - Traditional vs. unorthodox/creative techniques
    - The importance of following up
* *Location ideas:* 
  + Somewhere on campus. Work with the Chapter to set it up.
  + The place of work of your colleague. Consider doubling the visit as a company tour.

**After the Holiday Break:** One-on-One Coaching

Student Situation: Your PRSSA students may have highly specific questions and challenges as they continue thinking forward and preparing.

Your Goal: Provide one-on-one help to account for varying class-levels, progress, interests.

Event Format

* Consider bringing in a colleague to help with these sessions
* *Content outline:*
  + Offer a calendar of slots for one-on-one meetings.
    - Consider using calendly or another tool to streamline booking.
  + Be sure to capture an identifier statement for each student so you know how to prepare:
    - “I have questions on resumes.”
    - “I have a resume. I’d like a review and mock interview.”
    - “I’m a sophomore or junior without much portfolio material yet. How can I set a successful path forward?”
* *Location idea:* 
  + Somewhere on campus may be best for this rapid-fire format.

**Extra Event Ideas**

Add these into the mix for extra fun. Consider collaborating closely with your Faculty Adviser to put these on.

**Extra 1:** Case Study Presentation

Student Situation: Your PRSSA students are learning in the classroom, but they’d love to see how in-class principles play out in the real world.

Your Goal: Showcase a real-world case study.

Event Format

* This can be a case study from your company/line of work. Also considering bringing in colleagues (especially if you’re doing multiple a year).
  + Another quick win is to invite [PRSA SIlver Anvil Winners](https://apps.prsa.org/Awards/SilverAnvil/Search) from your city.
* *Content outline:*
  + Where did the project originate from? How/why did your company come across it?
  + The Research, Planning, Implementation and Evaluation of the campaign.
    - Be sure to discuss the goals, objectives, strategies and tactics
  + Show pictures, videos, etc.
  + Distribute swag/materials from the campaign (if applicable)

**Extra 2:** Local PRSA Board Meet & Greet

Student Situation: Your PRSSA students may not be connected with their PRSA sponsor Chapter. PRSA Chapters are a tremendous resource hub for networking, professional development and sometimes even funding for [PRSSA National Events](http://prssa.prsa.org/events/).

Your Goal: Facilitate a joint-event between the PRSSA Chapter and PRSA Chapter.

Event Format Ideas

* Happy Hour (age pending)
* At someone’s company space (yours or a board member’s)
* On-Campus
* Have the PRSSA students attend a PRSA Chapter Board meeting and meet and greet afterwards
  + Offer professional development opportunities and have students do blog/social media coverage of PRSA Chapter event