

PRSSA



2025-2026

Chapter Handbook

An overview of Chapter
guidelines and resources

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PRSSA Background

Statement of Purpose

In 1968, 20 years after its own establishment, the Public Relations Society of America (PRSA) founded the Public Relations Student Society of America (PRSSA). The declared purpose of PRSSA is to cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners. The student Society aims to foster the following:

- Understanding of current theories and procedures of the profession.
- Encouraging the highest ideals and principles.
- Instilling a professional attitude.
- Encouraging Section, Associate and eventually Accredited PRSA membership.

The PRSA Board of Directors is responsible for accepting new PRSSA charters but the PRSSA Leadership Assembly, composed of student representatives, is PRSSA's primary governing body. The Assembly elects a International Committee that is responsible for managing the business and affairs of PRSSA. Both operate within the powers granted them by PRSSA Bylaws, Policies and Procedures. The PRSA Board appoints one or two PRSA Board Liaisons to the International Committee each year.

Mission Statement

- To serve its 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.
- To provide exceptional service to our members by enhancing their education, broadening their professional network and helping launch their careers after graduation.
- PRSSA aspires to advance the public relations profession by developing ethically responsible pre-professionals who champion diversity, strive for an outstanding education and advocate for the profession.

Society Origins

The creation of a student Society was proposed to the PRSA Assembly on April 5, 1967. Delegates asked the Board of Directors to refer the matter to the National Education Committee, which then presented a position paper prepared by Dr. Frederick Teahan to Assembly delegates on Nov. 11, 1967, in Philadelphia. It was approved unanimously.

PRSSA was created the following day by the board, with J. Carroll Bateman presiding. In 1968, under President Edward P. VonderHaar, the board created 14 PRSSA Chapters. On April 4, 1968, nine Chapters were chartered: University of Florida, University of Houston, University of Maryland, The Ohio State University, San Jose State University, University of Southern California, University of Texas at Austin, Utica College and West Virginia University. Three additional Chapters – Central Missouri University, University of North Dakota and Syracuse University – were chartered on June 28, 1968. Kent State University received its charter on Sept. 13 and Northern Illinois University on Nov. 17 in 1968. These 14 Alpha Chapters were the humble beginnings of PRSSA as we know it today.

PRSSA 2025–2026 National Committee

The PRSSA International Committee is composed of the PRSSA President, PRSSA Immediate Past President, eight vice presidents, Professional and Faculty Advisers, PRSA Board Liaison(s) and the PRSA senior vice president of programs.

Delegates at the PRSSA Leadership Assembly elect the President and eight vice presidents. Students on the Committee serve a one-year term: June 1 to May 31 of the following year.

Two or three public relations practitioners (one Professional Adviser and one or two PRSA Board Liaisons) and one educator (Faculty Adviser) serve as counselors to the student officers. These professionals vote on chartering new PRSSA Chapters and participate in ad hoc subcommittees at the request of the President. Each is a member of PRSA and the Professional Adviser must be Accredited.

The senior vice president of programs is a full-time staff administrator of PRSSA. In addition to advising the International Committee, the senior vice president of programs performs all duties typical to the office of secretary. They also maintain PRSSA International's records, conduct general correspondence and coordinate PRSSA membership services. The senior vice president of programs' duties may be expanded by request of the International Committee or by the PRSA Board of Directors.

The International Committee manages PRSSA business and is a resource for Chapters and members. Below you will find the names and contact information for the International Committee members.

President

Alicia Caracciolo, University of South Carolina
PRSSAPresident@prsa.org | [@alicia.c.marie](https://www.instagram.com/alicia.c.marie)

- Serves as the principal administrative officer of the International Committee.
- Advises Committee members on PRSSA policies and procedures.
- Acts as liaison to PRSSA Advisers, PRSA's senior vice president of programs, the PRSA Board of Directors and The Plank Center.
- Represents PRSSA as the official delegate to the PRSA Leadership Assembly.
- Plans and leads Committee meetings, Leadership Assembly, International Conference and virtual events.
- Oversees subcommittees, Chapter probation and charter revocation processes.
- Promotes PRSA Associate Membership to PRSSA members.

Immediate Past President

Milagros Orcoyen, Universidad Argentina de la Empresa
ImmediatePastPresident@prsa.org | [@milagros.orcoyen](https://www.instagram.com/milagros.orcoyen)

- Steps in for the President when absent or unable to serve.
- Provides counsel and support to the President.
- Leads or contributes to special projects as assigned.
- Promotes PRSA Associate Membership and strengthens the PRSA/PRSSA relationship.

Vice President of Belonging, Equity, Diversity, and Inclusion

Aniketh Koneru, University of Oklahoma

vpdiversity@prsa.org | @anikko.s

- Ensures PRSSA fosters a welcoming, inclusive community and promotes diverse perspectives.
- Leads the PRoud Council.
- Organizes and executes PRSSA Diversity Month.
- Oversees globalization efforts and manages relationships with international, HBCU and HSI Chapters.
- Develops BEDI trainings, educational materials and programming.

Vice President of Brand Engagement

Madeline Emerick, Ohio Northern University

VPBrandEngagement@prsa.org | @m.rrrose_

The role of the vice president of brand engagement is to secure PRSSA brand engagement through internal and external publications such as the National blog, newsletter, and media relation initiatives.

- Leads the Publications Subcommittee.
- Manages PRSSA's blog, Progressions, and PRSSA Podcasts.
- Oversees the publication of the Annual Report, if applicable.
- Assists in creating the biweekly newsletter, PRSSA Link.

Vice President of Career Services

Uyen Ngo, Purdue University

VPCareerServices@prsa.org | @uyen.cabbage

- Promotes PRSA Jobcenter benefits and career resources to PRSSA members.
- Maintains and updates the Career Resources Manual.
- Builds relationships with potential employers to establish internship opportunities for PRSSA members.
- Builds connections with Champions for PRSSA and connects them with students.
- Assists in managing Champions for PRSSA social media.
- Monitors the PRSSA LinkedIn Group.

Vice President of Chapter Development

Teo Landoni, Universidad Argentina de la Empresa

VPChapterDev@prsa.org | @teolandoni

- Leads the Chapter Development Committee.
- Collaborates with the Chapter Development Committee to conduct outreach and offer support to Chapters.
- Coordinates Chapter Development Sessions at ICON, if applicable, and virtual Chapter Development & Leadership Sessions.
- Advises Chapters on development, community service projects and programming.
- Plans PRSSA's Community Service Initiative.

Vice President of Digital Communications

Ally Guerra, California State University, Fullerton

VPDigitalComm@prsa.org | @allyyguerra

- Leads the Social Media Squad.
- Manages the flow of information from PRSSA to all internal and external audiences through digital channels.
- Manages and promotes the PRSSA Style Guide and PRSSA Brand Identity Guidelines.
- Manages PRSSA social media accounts.

Vice President of Events and Fundraising

Cheryl Lai, Boston University

VPEvents@prsa.org | @c.lai12

- Recruits, selects and guides District Conference hosting Chapters.
- Promotes District Conferences to Chapters across the continent.
- Formalizes District Conference procedures to ensure consistent conference planning.
- Encourages cross-Chapter collaboration and international networking.
- Advises on event planning, fundraising and sponsorship efforts.

Vice President of Member Services

Morgan Milobar, California State University, Long Beach

VPMemberServices@prsa.org | @mdmilobar

- Promotes scholarships, awards and competitions.
- Assists Chapters by providing recruitment tactics and promoting high school outreach.
- Recruits new Chapters that will add to and strengthen the Society.
- Oversees the Affiliate program.

Vice President of Professional Standards

Talia Sinclair, Purdue University

VPProfessionalStan@prsa.org | @taliasinclair_

- Facilitates the growth and maintenance of Student-run Firms.
- Oversees the Affiliation process for Student-run Firms.
- Serves as the Society's official voice on ethics.
- Executes Ethics Month initiatives.
- Serves as an ex-officio member of PRSA's Board of Ethics and Professional Standards (BEPS) committee.

Faculty Adviser

Gemma Puglisi

American University
puglisi@american.edu

Professional Adviser

Katie Thomas, APR

Nationwide Children's Hospital
katie.thomas@nationwidechildrens.org | @katieethomas10

PRSA Board Liaison

Sankalp Sharma

American Foundation for Suicide Prevention
sankalp.sharma@prsa.org

PRSSA Headquarters

Jeneen Garcia

Chief Programs Officer
jeneen.garcia@prsa.org | @jeneengarcia

Ben Castleman

Coordinator, Student Programs
ben.castleman@prsa.org

Chapter Standards

Establishing PRSSA Chapters

A PRSSA Chapter can be established and maintained at a college or university that meets the following criteria:

- Offers baccalaureate degrees.
- Accredited by a nationally- or regionally-recognized accrediting association or board.
- Offers at least five core courses in public relations, supplemented by allied courses. Core courses recommended by the PRSA 2006 Commission on Public Relations Education:
 - Introduction to Public Relations
 - Public Relations Writing
 - Public Relations Research
 - Public Relations Strategy and Implementation (e.g., Case Problems, Campaigns)
 - Supervised Public Relations Experience (Internship)

Other Requirements for PRSSA Charters:

- Minimum of 10 potential members, including:
- At least one member who has completed a public relations course.
- A minimum of eight students at or below the junior level.

Faculty Adviser:

- Must be a teacher of at least one public relations course.
- Must be a PRSA member or Associate member.

Professional Advisers:

- One or two advisers, each a PRSA member.
- At least one adviser should have five years of professional PR experience or be Accredited.
- The PRSA president and four members of the sponsoring PRSA Chapter must endorse the application.

PRSSA Minimum Chapter Standards

Many PRSSA benefits are offered at the Chapter level. The International Committee supports Chapter programs and activities and expects each Chapter to provide strong support and opportunities for its members. These are the minimum standards Chapters must meet:

- Hold at least one Chapter meeting per month during the school year.
- Chapter officers must meet at least four times annually.
- Keep written summaries/minutes and pass them to future leadership.
- Professional Development
- Host at least one annual event for members (e.g., résumé reviews, internship panels).
- Promote the PRSA New Professionals Section and PRSA Associate Membership.

- Administrative Duties
- Submit dues and forms on time to PRSSA Headquarters.
- Review and update Chapter bylaws at least once every three years.
- All Chapter members must be PRSSA International members — local-only membership is not allowed.
- Leadership Transition
- Elect new officers by April 15.
- Outgoing leaders must transfer all records, bank accounts and orientation materials.
- Notify any Chapter that fails to meet minimum standards that it is deficient and that remedial action is required.
- Elect its new officers before April 15. Prior to the beginning of the new Chapter year, outgoing officers shall transfer to incoming officers all records, membership rolls, bank accounts and necessary orientation information.
- Be members of PRSSA National, as stated in the PRSSA Bylaws, Policies and Procedures. No Chapter may have local-only memberships.

Member and Chapter services are top priorities of PRSSA. The PRSA Board of Directors, upon the recommendation of the PRSSA International Committee, will withdraw the charter of any Chapter that consistently fails to meet minimum standards. For more information on the Committee's revocation policy, contact the International President, or see Article X, sections 1–4 of the PRSSA Bylaws.

If you feel that your Chapter is deficient in any of these categories, contact International President Alicia Caracciolo to correct the situation.

Naming PRSSA Chapters

(As outlined in PRSSA Bylaws, Article XII, Section 2)

If a PRSSA Chapter wishes to change its name from that of its college or university:

- A written request must be submitted to the PRSA Board of Directors.
- The request must include detailed justification for the change.
- Before the PRSA Board takes action, the PRSA Senior Vice President of Programs will investigate pros and cons of the proposed change, consulting the PRSSA International Committee and Advisers, local PRSSA and PRSA Chapter Presidents and the PRSA Board Liaison(s).

Naming a Chapter After a Person

- The individual must be a living or deceased Accredited PRSA member.
- For formal communications, the Chapter must still include the name of its college or university along with the namesake.

If a Chapter has already been named in honor of an individual, it may not change its name unless that individual is either deceased or no longer a member of PRSA. In such cases, the following procedure must be followed for a Chapter to rename itself after another qualified individual:

- A formal request must again be submitted to the PRSA Board of Directors.
- If the board agrees, there shall be a two-year waiting period, during which the Chapter may retain the name of the deceased or resigned PRSA member or revert to the name of its own college or university.
- At the end of the two-year period, the Chapter must reconfirm, via a letter to the board, its desire to make the name change.

Chapter Board and Adviser Job Descriptions

Different executive board structures will work for different Chapters. The most important aspect of determining a board structure is the clear standard of responsibilities. Sample successful board structures are shown below.

<p>PRESIDENT</p>	<ul style="list-style-type: none"> • Motivate e-board and members with enthusiasm for PRSSA. • Lead all membership and board meetings. • Appoint committees and guide chairs and members. • Delegate tasks and set Chapter goals with adviser and member input. • Support the treasurer with dues and submit forms to PRSSA HQ by Nov. 1 and March 1. • Maintain contact with the PRSSA International Committee and PRSA Sponsor Chapter.
<p>VICE PRESIDENT</p>	<ul style="list-style-type: none"> • Motivate members with enthusiasm for PRSSA. • Assume presidential duties if the president is absent or unable to serve. • Support the president in coordinating committee activities and Chapter operations. • Carry out delegated tasks and advise the president on goals, plans and programs. • Share info on the PRSA New Professionals Section and Associate Membership with graduating members.
<p>TREASURER</p>	<ul style="list-style-type: none"> • Motivate members with enthusiasm for PRSSA. • Collaborate with the president to prepare the annual budget. • Collect Chapter and International dues and complete the PRSSA dues form accurately. • Provide regular financial reports to the Chapter. • Manage event and fundraiser fees, disburse funds with approval and maintain accurate financial records.
<p>SECRETARY</p>	<ul style="list-style-type: none"> • Motivate members with enthusiasm for PRSSA. • Assist the president in preparing agendas and handle Chapter correspondence. • Record and distribute minutes of all meetings. • Maintain a record of Chapter members with school and permanent home addresses. • Keep the Chapter's charter, permanent documents and Chapter Handbook. • Notify PRSSA HQ and PRSA sponsor Chapters of leadership changes.

PUBLIC RELATIONS DIRECTOR	<ul style="list-style-type: none"> • Motivate members with enthusiasm for PRSSA. • Produce the Chapter newsletter regularly. • Manage or oversee the Chapter website and social media accounts. • Post meeting announcements around campus. • Coordinate press releases, feature articles and promotional materials. • Handle campus and local press relations. • Promote recruitment and retention with brochures, fliers, social media and other strategies.
HISTORIAN	<ul style="list-style-type: none"> • Motivate members with enthusiasm for PRSSA. • Maintain accurate Chapter records and history. • Archive photographs, press releases and other important documents.

The Faculty Adviser is the official link between the PRSSA Chapter, the college or university and the sponsoring PRSA Chapter. Requirements:

- Full-time faculty member teaching at least one PR course.
- PRSA Member or Associate Member.
- Recognized as the PRSSA Chapter’s official faculty representative.

Elected annually by Chapter members, the Faculty Adviser carries out several vital functions for the success of the PRSSA Chapter. Some responsibilities include:

- Set a tone of professionalism for the Chapter, its officers and members.
- Motivate members through example and counsel to be active members of PRSSA.
- Provide the resources, support and mentoring to members that enhance their leadership development.
- Emphasize that PRSSA is a global, professional organization, not a campus club. It is the affiliate of PRSA, the world’s largest organization of public relations professionals.
- Represent PRSSA within the academic department and explain the organization’s value to other faculty.
- Obtain the support of faculty and other college or university officials in decision-making positions on behalf of PRSSA and of public relations as a “teachable” profession.
- Communicate department messages to Chapter members and sponsoring PRSA Chapter.
- Continue communication with the sponsoring PRSA Chapter, particularly with the PRSA member who has been designated as the PRSSA Chapter’s Professional Adviser, to encourage an active, productive relationship between the PRSSA and PRSA Chapters.
- Meet with the Professional Adviser, PRSSA and PRSA Chapter presidents early in the academic year to establish objectives for the PRSA/PRSSA relationship.

For more information on the role of the Chapter Faculty Adviser, contact the International Faculty Adviser Gemma Puglisi at puglisi@american.edu.

Professional Adviser

Each PRSSA Chapter annually elects one or two Professional Advisers to serve as its connection to its sponsoring PRSA Chapter. The Professional Adviser must be Accredited or have at least five years of professional public relations experience. Associate Members of PRSA do not qualify for this position.

Professional Advisers are usually the most visible role models of the public relations profession. The following are some of the distinct responsibilities of a Professional Adviser:

- Model ethical practice.
- Demonstrate interest in community, national and global affairs.
- Report to PRSA Chapter Board at least twice a year.
- Help schedule PRSA members for Chapter meetings and events.
- Provide the resources, support and mentoring to members that enhance their leadership development.
- Invite students and Faculty Advisers to attend meetings of the sponsoring Chapter.
- Be available to individual students for counsel about career questions, including job-seeking, résumé writing and interview techniques.
- Arrange one-on-one contact between PRSA and PRSSA members.
- Involve PRSSA members and their Faculty Adviser in PRSA Chapter activities, such as seminars, public service programs, publications and conferences.
- Arrange field trips to public relations departments, counseling firms and media. Conduct internship programs.
- Establish means to identify entry-level jobs in public relations so that seniors and graduates can follow up with résumés and requests for interviews

For more information on the role of the Chapter Professional Adviser, contact the International Professional Adviser Katie Thomas, APR, at katie.thomas@nationwidechildrens.org.

Benefits of PRSSA

LEADERSHIP	<p>International Committee</p> <ul style="list-style-type: none"> • Manages PRSSA’s overall business and operations. • Serves as a key resource for Chapters and members worldwide.
	<p>International Subcommittees</p> <ul style="list-style-type: none"> • Gain international leadership experience by joining one of four subcommittees: Chapter Development Committee, Publications Committee, Proud Council, Social Media Squad.
	<p>Chapter Leadership</p> <ul style="list-style-type: none"> • Take on a role as Chapter President or e-board member to gain: • Leadership and project management • Campaign and event execution • Teamwork and communication skills
	<p>Diversity Initiative</p> <ul style="list-style-type: none"> • PRSSA is committed to inclusion. Chapters are encouraged to: • Reflect the diversity of their campus • Recruit and retain diverse leadership and members • Support the PRSSA Diversity Policy
MEMBER BENEFITS	<p>Networking</p> <ul style="list-style-type: none"> • Build meaningful relationships with students and professionals across the globe.
	<p>RSA Relationship Building</p> <ul style="list-style-type: none"> • Each Chapter is connected to a sponsoring PRSA Chapter. Tap into real-world insights, events and mentorship!
	<p>Scholarships and Awards</p> <ul style="list-style-type: none"> • Access \$100,000+ in annual scholarships and awards from PRSSA, PRSA Foundation and the Champions for PRSSA. • Opportunities for students and PRSSA Chapters.
	<p>PRSSA Website Explore:</p> <ul style="list-style-type: none"> • Chapter resources & toolkits • Professional development tools • Events • Society updates and Chapter contacts

	<p>PRSA Jobcenter</p> <ul style="list-style-type: none"> • Browse career resources and search for public relations internship and employment opportunities across a number of industries. <p>MyPRSA</p> <ul style="list-style-type: none"> • Update your information, participate in discussions and share resources with other members. • Access a database of industry-specific articles, a member directory and much more. <p>Webinars</p> <ul style="list-style-type: none"> • Enjoy free access to all PRSSA webinars and select PRSA webinars throughout the year.
EVENTS	<p>District Conferences</p> <ul style="list-style-type: none"> • When: February–April • Format: In-person, hybrid or virtual • What to Expect: <ul style="list-style-type: none"> • 1–3 days of workshops, networking and socials • Strengthen local PRSSA + PRSA relationships • A chance for Chapters to host an event officially endorsed by the PRSSA International Committee. <p>International Conference (ICON)</p> <ul style="list-style-type: none"> • When: Every fall (U.S.) • Where: Rotating U.S. cities • Why Attend: The largest annual gathering of PR and communication students and professionals • 4 days of: <ul style="list-style-type: none"> • Workshops • Career exhibitions • Networking events • Socials <p>Leadership Assembly</p> <ul style="list-style-type: none"> • When: Each spring (U.S.) • Who Attends: Up to two official representatives per Chapter • Highlights: Vote on PRSSA Bylaws and the International Committee • Learn leadership skills to guide your Chapter • Collaborate with fellow Chapter leaders • Share solutions, brainstorm ideas and grow together

PUBLICATIONS AND COMMUNICATIONS

Progressions

- Your go-to space for:
- Timely takes on PR trends
- Chapter highlights and PRSSA updates
- Written by members, for members
- Great place to submit your own voice!

If you would like to submit a post or suggest content, contact the Vice President of Brand Engagement, at progressions@prsa.org. View the Progressions' guidelines [here](#).

**PRSSA respects the rights of those who use this tool. Comments posted on Progressions are not PRSSA sanctioned communications and should not be viewed as a statement or position of PRSSA. The PRSSA content managers monitor all comments.*

PRSSA believes in the privacy of member and nonmember users of its website and is committed to the responsible use of any information provided online. PRSSA uses the information collected to improve the Society and the website. PRSSA does not use cookies to distribute information about users over the Internet or to analyze any information received through the site.

Bloggers are legally responsible for their commentary. Individual bloggers may be held personally liable for any commentary deemed to be defamatory, obscene, proprietary or libelous (whether pertaining to PRSSA or any other individual or organization). Bloggers should exercise caution regarding exaggeration, colorful language, guesswork, obscenity, copyrighted materials, legal conclusions and derogatory remarks or characterizations. In essence, blog at your own risk. Outside parties can pursue legal action against you.

Situation Analysis

- A deep dive into PRSSA's history and leadership
- Lays out long-term goals to guide future International Committees
- Helps leaders align with PRSSA's big-picture vision

Brand Identity Guidelines

- Logo usage rules
- Official tagline + visual elements
- How to keep PRSSA's image professional and consistent

PRSSA Podcasts

- Career advice
- PR news and insights
- Internship stories and tips

Strategies & Tactics (by PRSA)

- Monthly print + online newspaper
- Covers real-world PR case studies, insights and tools

Issues & Trends (by PRSA)

- A curated daily e-newsletter of:
- Industry trends
- Advocacy updates
- Delivered straight to your inbox
- [Subscribe here](#)

	<p>PRSSA Social Media</p> <ul style="list-style-type: none"> • Instagram • Facebook • X • LinkedIn • LinkedIn Group • YouTube
<p>EXPERIENCES</p>	<p>Bateman Case Study Competition</p> <ul style="list-style-type: none"> • PRSSA's premier competition • Plan and launch a real campaign for a real client • Gain hands-on experience in research, planning, execution and evaluation
	<p>Student-run Firms</p> <ul style="list-style-type: none"> • Offer real services to real clients • Build your portfolio, leadership and confidence • Learn every aspect of the business-client relationship

Scholarships and Awards

Each year PRSSA presents more than \$100,000 in scholarships and awards to members and Chapters who exhibit outstanding merit in public relations. Apply for a scholarship, submit your best work or enter one of our many competitions to find out how PRSSA can enhance – and help fund – your education.

See the [PRSSA website](#) for details about all of these scholarships and awards.

PRSSA Competitions

In addition to the competitions below, PRSSA periodically sponsors smaller competitions. Members are notified of these opportunities by email and on the PRSSA website.

- Bateman Case Study Competition
- National Organ Donor Awareness Competition
- National Cystic Fibrosis Awareness Competition

Dr. F. H. Teahan Chapter Awards Program

This annual program recognizes outstanding achievements by Chapters and Advisers. The deadline for all Teahan entries is the last Friday of May. The Champions for PRSSA sponsors cash prizes totaling approximately \$3,500 for winning entries in the following categories:

- **Outstanding Chapter** - \$500 and a Plaque
- **Chapter Firm** - \$400 and a Plaque
- **Chapter Development** - \$300 and a Plaque
- **Chapter Diversity** - \$300 and a Plaque
- **PRSSA/PRSA Chapter Relationship** - \$300 and a Plaque for PRSSA Chapter and a Trophy for PRSA Chapter
- **Community Service** - \$300 and a Plaque
- **University Service** - \$300 and a Plaque
- **District Conference** - \$300 and a Plaque
- **Chapter Newsletter** - \$200 and a Plaque
- **Chapter Website** - \$200 and a Plaque
- **Chapter Faculty Adviser** - \$200 for Chapter and Trophy for Adviser
- **Chapter Professional Adviser** - \$200 for PRSSA Chapter and Trophy for Adviser

How to Write a Winning Teahan Award Entry:

- Be specific and show results
- Don't just say what you did — explain the impact.
- Example: “We raised \$200 through a bake sale and used it to fund travel to ICON.”
- Highlight what makes your Chapter unique
- Focus on originality, creativity or how you overcame obstacles.
- Include supporting materials
- Attach photos, media clippings, flyers, social posts, newsletters, etc.
- Follow page limits: 4-page narrative + 10 pages of extras = 14 pages max.
- Plan ahead and delegate tasks
- Assign writing sections to team members.
- Have one person compile and edit for consistency.
- Proofread carefully
- Check spelling, grammar, formatting, and clarity.
- Ask someone else to review before submitting.
- Use your time wisely
- You have six months — start early!
- Budget for your entry
- Consider possible costs (e.g., design tools or software).
- Keep it clean, professional and within guidelines.

PRSSA Style and Brand

Branding is crucial for recognition. Strong branding helps your business stand out and appear credible. Without a unified identity, it's hard to remain memorable. Every interaction, from campaigns to events, is an opportunity to reinforce your brand.

The PRSSA logo is the official symbol of the Society and must not be altered or used in collages or as a background. It must remain prominent.

PRSSA Chapter logos should not be customized to college or university colors. For logo requests or updates, contact brand@prsa.org.



The PRSSA logo is for use in PRSSA publications only and may not be used for other purposes without permission from PRSSA Headquarters.

Following PRSSA style also means adhering to the official PRSSA Style Guide. PRSSA generally follows AP style, except where indicated in the guide.

View the PRSA [Brand Identity Guidelines](#) to view the protocol of use of logos, color, typography and to learn more about the brand.

Chapter Programming

Chapter Election Procedures

Each year, PRSSA Chapters elect a president, vice president, secretary, treasurer (or the combined office of secretary/treasurer), public relations director, historian, and Professional and Faculty Advisers. To ensure uniformity among PRSSA Chapters, elections must be completed by April 15 so those new officers may assume their responsibilities on June 1.

Chapters also are empowered to elect their Faculty and Professional Advisers when electing new officers.

Election procedures should be simple and uniform from year to year. The following steps are recommended for maximum effectiveness:

1. One month before elections: Hold a general meeting to announce open positions, present job descriptions and invite floor nominations. Encourage self-nominations.
2. Close nominations when no further nominations are received.
3. Nomination forms: Candidates must complete and submit them to the secretary within three days. The Chapter should keep copies of all forms and present them to each member at the next general meeting.
4. Election: Candidates present for 10 minutes, followed by a Q&A. Voting is by secret ballot.
5. Ballot counting: A non-candidate (or several) counts the votes outside the room.
6. Results: A designated person reports the results.
7. Transition: Old and new officers meet to discuss goals and expectations and share officer notebooks.
8. New officers begin their roles on June 1.

Chapter Transition Assets

The best way to set future Chapter leaders up for success is by recording all work in a Chapter digital drive. Ensure all board members organize their work into the correct folder within this mater drive. This drive will then serve as a resource for all future Chapter leaders, as they create a new folder for their year of work.

Planning a New Officer Strategy Session

An officer strategy session is a great way to start a new year, for new officers to get to know each other, to learn about PRSSA and become familiar with policies and procedures, and to develop goals for the upcoming year.

All officers and Advisers should attend. If there is a International Committee member in your area, you might consider inviting them as well.

Plan a strategy session soon after elections and one in the summer. This will keep everyone focused over the summer and into the coming school year. Allow for the meeting to last at least several hours.

The following is a sample agenda for a new officer strategy session:

11–11:30 a.m.	Introductions and icebreakers
11:30–11:45 a.m.	Discuss PRSSA history and opportunities (International Conference and Assembly, awards, Bateman Competition, etc.).
11:45 a.m.–12 p.m.	Discuss roles of officers and Advisers.
12–12:30 p.m.	What do we want out of PRSSA? What can we offer members?
12:30–1 p.m.	Break for lunch.
1–2 p.m.	Set goals, objectives and evaluation methods for the year.
2–2:45 p.m.	Determine immediate needs; plan fall recruitment, first meeting and newsletter; delegate roles for summer; and set deadlines.
2:45–3 p.m.	Create a directory of the officers; wrap up.

Setting Goals & Objectives

Having clear goals and objectives for the Chapter allows everyone to move in the same direction. Below is information that will assist you in setting goals and objectives.

What makes a good goal?

- Identify what you most want to accomplish.
- Ensure your goals are realistic and aligned with the Chapter’s needs.

What do goals accomplish?

- Organize the group and schedule, aid in decision-making.
- Help prioritize tasks and unify officers.

What are elements of an objective?

- A clear plan for achieving a specific goal with measurable results.
- A specific deadline for achieving the objective.
 - **Specific:** Clearly defines what you aim to achieve.
 - **Measurable:** Progress can be tracked.
 - **Achievable:** Realistic within available resources and time.
 - **Relevant:** Supports the broader goal.
 - **Time-bound:** Has a clear deadline for completion.

Example:

Goal: Increase our Chapter’s involvement on a International level.

Objective 1: Secure the attendance of 10 Chapter members at the International Conference by August 31.

Strategy 1.1: Use materials from PRSSA Headquarters to encourage members to attend the International Conference.

Tactic 1.1.1: Share pre-Conference program with members at the next Chapter meeting.

Tactic 1.1.2: Reshare Conference-related materials from the PRSSA International social media accounts to the Chapter's accounts.

New Member Induction

It's strongly recommended that each PRSSA Chapter conduct a formal induction ceremony. The induction ceremony should accomplish the following:

- Encourage ethical behavior and introduce members to the PRSA Member Code of Ethics, which they are expected to adhere to during their membership.
- Identify the PRSSA Chapter as a unit of an international pre-professional Society as opposed to an independent on-campus "club."

The ceremony may be simple. All new dues-paying Chapter members individually accept their membership cards and certificates from the Chapter president. As a group, all new members should recite the following pledge (taken from the PRSA Declaration of Principles):

““ We Pledge:

To conduct ourselves professionally, with truth, accuracy, fairness and responsibility to the public.

To improve our individual competence and advance the knowledge and proficiency of the profession through continuing research and education.

To adhere to the articles of the Member Code of Ethics for the Practice of Public Relations as adopted by the governing Assembly of the Society. ””

The ceremony may be held during a Chapter meeting or annual induction dinner. Consider inviting the college or department leaders, faculty, parents, alumni and a PRSSA keynote speaker. Chapters may want to honor current members by awarding presidential citations.

Chapter Publicity

Strong publicity is imperative. Employ the public relations campaign techniques you learn in the classroom to support your Chapters. The following are techniques you may consider:

- When planning special events, send a media advisory prior to the event and a news release after. These materials should go to your campus and local papers, and to the editor of your sponsoring PRSA Chapter newsletter. The advisory should announce the event and invite the media; the release should summarize the event that has taken place and include meaningful quotes and pictures.
- Send regular announcements to the community relations department on your campus. Most colleges and universities publish a monthly activities list that informs alumni, graduates and undergraduates about school events.
- Let other PRSSA Chapters and audiences know what you are doing and invite them to your event. Mail copies of your newsletter to Chapters in your area and to the PRSSA International Committee. This passes on the news from your Chapter and provides you with ideas from other Chapters. In addition, send a copy to your sponsoring PRSA Chapter and any Champions for PRSSA in your area.

Chapter Recognition

Below are suggestions to help you earn recognition for your Chapter. For more ideas, contact [Vice President of Chapter Development](#).

- Encourage your members to write articles for Progressions.
- Send at least one representative from your Chapter to all local and International events.
- Send a Chapter Delegate and an incoming Chapter president or leader to Leadership Assembly, where they can inform others about your activities and bring back suggestions to improve your Chapter. The delegate can vote to elect the next International Committee and on proposed Bylaw amendments (if any).
- As invited, attend PRSA luncheons and board meetings.
- Apply for scholarships and awards and encourage your members to do so.

Recruiting Tips

Recruitment Reception — Invite prospective members to a reception with officers and Advisers to talk about PRSSA benefits and how to get involved.

Classroom Visits — Have officers visit classes to talk about PRSSA benefits (career preparation, networking, scholarships), opportunities and events, and getting involved. Distribute membership brochures and bookmarks with upcoming meeting dates.

Student Activity Fairs — Set up a booth and have officers available to answer questions. Display publications and other materials as well as pictures from past events. Provide a sign-up sheet so you can get names and contact information from prospective members. Adding a QR code linking to your Chapter's social media or website is a great idea.

Professor/Faculty Reminders — Put PRSSA announcements in professor/faculty mailboxes. Ask them to remind students about meetings and activities. You may want to attend a faculty meeting at the beginning of the year to explain the organization and the role you would like them to play.

Prospect Letters — Obtain a list of journalism/communications students from your department office or office of admissions. Send a personalized letter to the students explaining the benefits of PRSSA membership and invite them to your first meeting.

Other Departments — Do not limit your Chapter to public relations majors. Recruit students in other departments such as marketing, advertising, graphic design, journalism, political science, communications and/or business.

Newsletter — Use your first newsletter to entice prospective members. Write articles about membership benefits and upcoming Chapter activities. Send your newsletter to prospective members, especially first-year students interested in public relations.

School Newspaper — Run an announcement in the school newspaper and stay in contact with the staff to receive media coverage of successful or creative events.

Visit the [Tools for Chapter Leaders webpage](#) for more recruiting tips and resources.

Successful Meetings

The following are ways to increase the quality of your meetings:

SPEAKERS	<ul style="list-style-type: none">• Invite Local PRSA members to discuss careers, career preparation, PR skills or internships.• Ask advisers and faculty for recommendations.• Host panels with faculty and professionals or invite an International Committee member to Zoom into a meeting.
WORKSHOPS	<ul style="list-style-type: none">• Reserve a computer lab for hands-on learning.• Have professionals review résumés with members.• Plan responses to hypothetical crises or run writing workshops in small groups.
SOCIALS	<ul style="list-style-type: none">• Your group will be more cohesive if members enjoy being together.• Go to dinner after a general meeting, plan a holiday party, design a float for the homecoming parade or organize a retreat.• Invite PRSA members to your socials.

The perfectly planned meeting will be unsuccessful if nobody attends. Always publicize Chapter meetings.

- Start a phone tree to notify members of the time and place of the next meeting.
- Email all members informing them of the meeting.
- Ask professors to make classroom announcements.
- List the meeting place and time in the activity section of your campus newspaper.
- Create a groupchat for the members of your Chapter and send meeting reminders for each meeting.

Fundraising Ideas (Supplemental Handbook Available)

Fundraising allows your Chapter to provide better professional development to your members. Keys for successful fundraising include the following:

- Begin early, stay organized, be realistic and have fun. Get as many of your supplies donated as you can.
- Know your school's rules and the state laws for on-campus fundraising.
- Review the [FUNdraising Playbook & Sponsorship Guide](#) for more advice and fundraising and sponsorship ideas or connect with [Vice President of Events and Fundraising](#).

Professional Development

Student-run Firms and International Affiliation (Supplemental manual available)

Student-run firms provide hands-on experience and give students a broader understanding of the profession. PRSSA Chapters are encouraged to establish Student-run Firms, adhering to the PRSA Member Code of Ethics and following PRSSA guidelines. Contact [Vice President of Chapter Development](#) for more information and review the [Student-run Firm Handbook](#).

[International Affiliation](#) is PRSSA's acknowledgment that a Student-run Firm meets certain standards, as established by PRSA leaders and students from award-winning firms. Contact Vice President of Professional Standards for more information.

PRSA Associate Membership

To qualify for PRSA Associate Membership, an applicant must be a PRSSA member in good standing when they graduate from a college or university, have a reputation for ethical conduct and integrity, and agree to abide by the Member Code of Ethics. PRSSA members may apply between five months before or two years after graduation, regardless of employment status. Associate Members have full voting privileges in PRSA and receive all membership services but cannot serve in some elected or appointed offices. Apply for Associate Membership on the PRSA website. Dues for PRSSA graduates are \$67. I'm uncertain about the dues for PRSSA members who join during the same semester in which they graduate.

PRSA New Professionals Section

The New Professionals Section provides career guidance, mentoring and professional development for PRSA members in their first three years of public relations experience. Currently, the annual dues for this Section are waived for PRSSA members. Section members may access the following benefits:

- Timely, relevant trend information about the public relations job market.
- Advice for job hunters and those seeking to excel in their first professional positions.
- Mentoring from senior PRSA professionals.
- Links to Chapter- and National-level networking.

Contact the [President](#) or [Immediate Past President](#) for more information on joining PRSA.

More Ways to Grow

Additional ways students can develop strong professional skills include the following:

- Participate in mentoring or job shadow programs.
- Plan a dinner or luncheon with PRSA Chapter members.
- Attend International events, District Conferences and PRSA Chapter events.
- Volunteer for PRSA luncheons and events.
- Join your school's Student-run Firm (if applicable).

FAQs

Where do I turn for information, ideas and help?

- Faculty Adviser. They should be your primary source for ideas and information and are a connection to PRSSA Headquarters. Be sure to ask your Faculty Adviser about emails sent from Headquarters with essential information for you.
- Professional Adviser(s).
- The National International and PRSSA Headquarters.
- Champions for PRSSA and members of your sponsoring PRSA Chapter.
- [PRSSA handbooks and guides](#).
- PRSSA website. All PRSSA documents, manuals and applications are online.
- Other PRSSA members, especially Chapter leaders.

When are the dues deadlines?

Dues from your individual Chapter members must be received at PRSSA Headquarters no later than Nov. 1 for members joining in the fall and March 1 for members joining in the spring. Dues are \$55 per person and cover a one-year membership. Prorating is not permitted.

How do I access the dues roster?

Log into the Chapter Admin site using your MyPRSA login information and click on the green “Manage Dues” button to begin. Please note, only Chapter presidents, treasurer and Faculty Advisers have access to this site. If you are a Chapter president, treasurer or Faculty Adviser and do not know your login please contact PRSSA Headquarters at prssadues@prsa.org or call (212) 460-1474.

How do I fill out the dues roster?

The dues roster and executive board member information must be completed on the Chapter Admin site by the Chapter president, treasurer or Faculty Adviser. Incomplete rosters will not be accepted. List members’ names alphabetically with email addresses, permanent mailing addresses and dates of graduation. Dues fees for your entire Chapter must be submitted online with a credit card or sent in one certified or college/university check (personal checks are not accepted). Be sure this check equals \$55 per member. Call PRSSA Headquarters with questions at (212) 460-1474.

If I completed the dues roster last dues period, do I need to send another the following dues period? Only complete a new roster if you have new members.

When are local elections held and how long do Chapter officers serve?

Chapters must hold elections by April 15. Officers serve from June 1 to May 31 of the next year. Send full contact information for Chapter officers to PRSSA Headquarters after elections using the Chapter Admin site available on the PRSSA website.

How can our Chapter continue to develop?

Periodically ask yourself and other Chapter members:

- Are our programs varied and interesting?
- Are meetings scheduled at convenient times for students, faculty and Advisers? Do we invite our Professional

Adviser(s) and PRSA members to PRSSA meetings?

- Do we invite qualified, interesting and informative speakers from the PRSA Chapter? Do we regularly write for PRSSA publications, Progressions?
- Do we train talented sophomores and juniors for future Chapter leadership?
- Do our Chapter members attend PRSSA international events and District Conferences? Do our Chapter members apply for PRSSA scholarships and awards?
- Do we adhere to International and Chapter PRSSA Bylaws?
- Do we perform at least one public service project annually?
- Are we giving back and engaging in the form of high school outreach?
- Are we sufficiently recognized by our school's committee on student organizations?
- Do we have an awards system to recognize outstanding public relations achievements?

Does PRSSA offer graduation cords?

The official PRSSA color for graduation cords is navy blue. How cords are purchased and distributed is up to the discretion of each Chapter's executive board. PRSSA does not require Chapters to have graduation cords.

For answers to other questions, contact a member of the International Committee or PRSSA Headquarters.

PRSSA

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