



TIPS FOR SUCCESS AS A FACULTY ADVISER

PRSSA

WELCOME

Congratulations on being selected as the PRSSA Faculty Adviser. Perhaps your Chapter has been established for years and you are just new to the role, or maybe your Chapter was just chartered. Either way, we are thrilled that you have volunteered your time and expertise to helping the future of our industry grow. The more engaged you are with PRSSA and PRSA, the more engaged and informed your students will be.

We hope that you are excited to embark on this journey, and we'd like to help you transition into this position like a seasoned pro. If you have any questions at all, we are always willing to help. We welcome the opportunity to chat with you, so please reach out to either National PRSSA Headquarters or the National PRSSA Faculty Adviser.



JENEEN GARCIA

jeneen.garcia@prsa.org

JESSICA ESPINAL

jessica.espinal@prsa.org

BEN CASTLEMAN

ben.castleman@prsa.org

DR. ALISA AGOZZINO, APR

a-agozzino@onu.edu



NATIONAL PRSSA HEADQUARTERS STAFF

NATIONAL FACULTY ADVISER

ADMINISTRATIVE WORK

NATIONAL DUES

- National dues are \$55 and need to be submitted to PRSSA National. Direct all new and renewing members to the [PRSSA website](#) to pay their dues.
- Local dues are determined by your Chapter. If your Chapter collects local dues, this amount is in addition to PRSSA National dues.
- Recent graduates are able to transition up to six months prior to graduation to a PRSA Associate Membership and pay a discounted price.
- In order to remain a Chapter in good standing, your Chapter must retain 10 paid students per school year. If you feel this may become a problem, be proactive in contacting National Headquarters so that we may offer guidance.

WEBPAGE

- Each PRSSA Chapter has a page on the National PRSSA website. The Chapter is responsible for keeping this page up to date. Consider tasking one of your e-board members with this in their job responsibilities.

BYLAWS

- Every Chapter is required to submit a copy of Chapter bylaws when submitting a charter application and update the bylaws as needed. Be sure to ask your Chapter leaders for a copy of the bylaws so that you can refer to them as needed. A helpful tip is to keep these bylaws in a Google doc, so they are easily accessible year to year.

EXECUTIVE BOARD (E-BOARD)

- Typically comprised of the leaders of your Chapter, meet with this group regularly to set annual/semester expectations. The e-board is the lifeline to your Chapter. The more present you are in helping to guide (not lead) this group, the more engaged the students become.
- Minimum requirements for e-board membership include: President, Vice President, Secretary, Treasurer. It is recommended to have a standing meeting (weekly/bi-weekly) with your president to exchange information and be apprised of any potential opportunities or challenges that may arise throughout the year.

PRSA SPONSOR CHAPTER

- Each PRSSA Chapter selects a PRSA sponsor Chapter (PR professionals in your local area). Oftentimes, the PRSA sponsor Chapter will have a liaison charged with coordinating with student Chapters. Find your sponsor Chapter [here](#) if you are unsure.

PROFESSIONAL ADVISER

- Each PRSSA Chapter is required to have a Professional Adviser. The Professional Adviser must be a member of PRSA. The Professional Adviser must be an Accredited member or have a minimum of five years 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.
- Faculty Advisers should try to connect with the Professional Adviser at least once per semester to discuss expectations for their role.



<https://prssa.prssa.org>

FUNDRAISING

- Frequently a vital function of the Chapter; however, fundraising varies by Chapter. As the Adviser, oftentimes students will rely on your knowledge and expertise. Students frequently consider the Faculty Adviser the expert in this area. Be sure you are fully knowledgeable of the policies on your campus regarding fundraising.
- It is best to start out your school year identifying your fundraising strategy for the entire year. The [fundraising playbook](#) on the website includes successful fundraisers other Chapters have done.

PRSSA INTERNATIONAL CONFERENCE

- Always held in the fall season in a different city, selected by PRSA.
- Runs in conjunction with [PRSA International Conference \(ICON\)](#) but is a separate student [Conference](#). The PRSA General Sessions and exhibit are open to the students and are an excellent opportunity for professionals and students to network and intermix.
- Traditionally, there is a session for both Professional and Faculty Advisers hosted on Friday at the PRSA Conference hotel.

WRITING OPPORTUNITIES FOR STUDENTS

- Future employers are looking for students with published writing samples. Encourage your students to submit a post to [Progressions](#), the PRSSA blog.

BATEMAN CASE STUDY COMPETITION

- A national [Competition](#) that is sponsored by a real client and coordinated by National Headquarters each year. Typically, the client/sponsor is announced in the summer.
- Intent-to-Enter forms are required for all teams and are usually due in October or November.





CHAMPIONS OF PRSSA

- This is a group of professionals, faculty members and Chapters who donate \$50 per year to fund national PRSSA awards. The dues are collected on a calendar-year basis. Please see the [Champions website](#) for additional information.
- Students can view the Champions [directory online](#) and are encouraged to seek them out first for professional and networking opportunities.

STUDENT-RUN FIRMS

- Many firms are tied to a PRSSA Chapter and Advisers may serve as the Faculty Adviser for both the PRSSA Chapter and the firm.
- Nationally Affiliated Firms are those who have been vetted through PRSSA National and serve as role-model firms.

DISTRICT CONFERENCES

- **District Conferences** are held at different locations around the country and typically begin in February and run throughout the spring.
- District Conferences are more cost-effective for some students, as they are closer to their location, yet still have the great programming you expect from a PRSSA national event.
- In the future, we hope to have an educational track embedded into District Conferences as an opportunity for faculty to showcase research and network with regional faculty and students. This will be done in conjunction with the PRSA Educators Academy Section.



LEADERSHIP ASSEMBLY

- Always held in the spring.
- PRSSA National Committee members are chosen for the upcoming year. National Committee serves from June 1–May 31.
- Each Chapter should send one delegate to Assembly to vote. The Chapter may also send an incoming Chapter President and Nationally Affiliated Student-run Firm Director (if applicable) for leadership training. Please encourage representation from your Chapter.
- PRSSA Headquarters covers the registration and hotel fee for one delegate, one incoming Chapter president and one Nationally Affiliated Student-run Firm Director (if applicable) but each student must pay for transportation and additional meals. All other students may attend as general members but must cover all their expenses including registration.

AWARDS

- **Chapter Awards** — Each year, PRSSA recognizes outstanding Chapters with awards. Be sure to inform your students about this benefit. Deadlines are usually in late May.
- **Individual Awards** — Annually, PRSSA and the PRSA Foundation offer many scholarships. Be sure to encourage students to apply. Deadlines are usually in late May.
- **Conference and Assembly Grants** — Every year, PRSSA offers financial assistance to deserving students attending the International Conference and Leadership Assembly. Deadlines vary.



**CEPR
(CERTIFIED EDUCATION
IN PUBLIC RELATIONS)**

- This is a voluntary program offering academic programs the opportunity to have an outside evaluation team review and endorse undergraduate and master’s level programs.

**CERTIFICATE
IN PRINCIPLES
OF PUBLIC RELATIONS**

- Gaining the Certificate differentiates students from other recent college graduates in public relations.

EDUCATORS ACADEMY

- The Educators Academy Section of PRSA is comprised of 400 college and university public relations educators and practitioners. The members of this Section are not all necessarily PRSSA advisers, but they all deeply care about educating the next generation of PR practitioners.



PRSSA

<https://prssa.prsa.org>



Public Relations Student Society of America
120 Wall Street, 21st Floor
New York, NY 10005



Phone: (212) 460-1474
Fax: (212) 995-0757



Email: prssa@prsa.org